Appendix No. 1.5 to the Resolution No. 7/2023
of the Rector of the University of Rzeszów

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2024/2025

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Marketing Communication
Course/Module code *	P6
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelors degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 1, semester 1
Course type	primary
Language of instruction	English
Coordinator	dr hab. Prof. UR Grzegorz Hajduk
Course instructor	dr hab. Prof. UR Grzegorz Hajduk

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
1		30						3

1.2. Course delivery methods
- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)
- pass with a grade

2. PREREQUISITES

None

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	Familiarizing students with the basic principles of planning and implementing integrated marketing communication programs.
O2	Developing the ability to select effective forms of marketing communication.
O3	Shaping practical skills in using marketing communication tools.

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	The student is able to identify relationships between the studied disciplines and the field of marketing and marketing communication, which will enable a better understanding and practical application of the knowledge acquired during the course.	K_W05
LO_02	The student will be able to critically analyze marketing communication using basic management concepts and models, which will allow for a better understanding and evaluation of the effectiveness of marketing activities.	K_U08
LO_03	The student is able to apply the practical skills acquired to implement their own concepts of marketing activities and use effective techniques to practice these skills, enabling their continuous development through independent work.	K_U10
LO_04	The student is prepared to actively seek information and apply the most effective solutions in the field of marketing communication when encountering problems, which will allow for effective adaptation to changing market conditions and customer needs.	K_K02

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
Introduction • Course overview, goals, and expectations • Basic definitions and scope of marketing communication • The role and importance of marketing communication in company strategy **Process and models of marketing communication** • Discussion of the elements of the marketing communication process • Overview of selected communication models **Audience and organizational environment** • Identification of entities in the organizational environment • Classification of entities in the organizational environment **Consumer behavior as determinants of marketing communication** • Consumer psychology – selected aspects • Segmentation of communication audiences • Targeting in marketing communication **Planning marketing communication** • Workshop on marketing communication planning **The role of visual identity and branding in communication with the environment** • Name, logo, slogan, corporate colors • Workshop – developing brand identity • Practical exercises in designing brand identity elements **Communication mix and its elements** • Overview of the specifics of various marketing communication instruments **Advertising as a form of marketing communication** • Discussion of forms of advertising • Workshop on creating advertisements **Sales promotions** • Overview of sales promotion forms • Workshop on planning sales promotions **Public relations and publicity** • Overview of forms of public relations and publicity • Workshop on planning PR campaigns **Content marketing** • Overview of forms of content marketing • Workshop on creating PR campaign content **Social media marketing** • Overview of forms of content marketing • Workshop on creating content for social media marketing activities **New media and marketing communication channels** • Overview of selected new media • Discussion of the evolution of marketing communication channels **Integrated marketing communication** • The role and importance of integration in marketing communication • Levels and dimensions of marketing communication integration **Planning a marketing communication campaign** • Workshop on planning a marketing communication campaign

3.4. Methods of Instruction

Practical classes with a multimedia presentation, case study, practical skills workshop, problem-solving tasks, group work, discussion.

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO_01	*TEST*	CLASSES
LO_02	*OBSERVATION DURING CLASSES*	CLASSES
LO_03	*OBSERVATION DURING CLASSES*	CLASSES
LO_04	*OBSERVATION DURING CLASSES*	CLASSES

4.2 Course assessment criteria

The final grade is based on the arithmetic mean of partial grades awarded for:

- Completion of 6 practical tasks (maximum 6 points per task) during classes;
- A final test consisting of 10 open and closed questions.

Grading scale:
60–68% – 3.0
69–76% – 3.5
77–84% – 4.0
85–92% – 4.5
93–100% – 5.0

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	30
Other contact hours involving the teacher (consultation hours, examinations)	10
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	35
Total number of hours	75
Total number of ECTS credits	3

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature: Smith P.R., Zook Z., Marketing communications: Integrating online and offline, customer engagement and digital technologies. Kogan Page Publishers, 2019. Robbins S.P., De Pelsmacker P., Geuens M., Van Den Bergh J., Marketing Communications: A European Perspective, Pearson Education 2021.
Complementary literature: Belch, G. E., Belch, M. A., Advertising and promotion: An integrated marketing communications perspective. McGraw-Hill, 2018. Hajduk G., Zarządzanie komunikacją marketingową: integracja, nowe media, outsourcing, Wydawnictwo Poltext, Warszawa 2019.

Approved by the Head of the Department or an authorised person