University of Silesia in Katowice

1.	Field of study	**Ethnology and Cultural Anthropology**
2.	Faculty	Faculty of Fine Arts and Educational Science
3.	Academic year of entry	2019/2020 (winter term)
4.	Level of qualifications/degree	first-cycle studies
5.	Degree profile	general academic
6.	Mode of study	full-time

Module: Marketing in Culture

Module code: 12-AK-S1-3MK

1. Number of the ECTS credits: 2

2. Learning outcomes of the module			
code	**description**	**learning outcomes of the programme**	**level of competence (scale 1-5)**
_K_1	students are ready for team work, they are able to plan a basic marketing strategy	K_K01 K_K03 K_K05	4 4 2
_K_2	they are convinced of ethical obligations in planning marketing strategy	K_K07	3
_U_1	students prepare a strategy of marketing activities in cultural industry	K_U06 K_U09 K_U10	3 3 4
_U_2	students use a knowledge about marketing in planning their own professional activity in the field of culture	K_U09 K_U10 K_U11	3 3 4
_W_1	students get basic knowledge about marketing of culture, they can define terms and show the role of cultural institutions in modern society	K_W11 K_W17	2 4
_W_2	students understand the idea of marketing as a systematic activity of institution; know the rules and possibilities of financing cultural events	K_W12 K_W16	3 4
_W_3	students knows how to drow up a business plan in area of cultural activity	K_W17	4

3. Module description

Description	this module introduces the subject of marketing and seeks to place marketing and consumption practices in their political, economic, technological, social and cultural context, and with especial reference to the cultural industries. It covers issues such as consumer behaviour, segmentation, targeting, positioning and the mix of elements by which marketers seek to structure brand relationships with consumers, including product management, pricing, channel management, services marketing, and marketing communications
Prerequisites	Brak wymagań

4. Assessment of the learning outcomes of the module

code	type	description	learning outcomes of the module
_w_1	project	using a marketing strategy in business plan of a cultural activity	_K_1, _U_2, _W_2, _W_3
_w_2	presentation	analysis of selected problems of cultural marketing (by giving an example)	_K_2, _U_1, _W_1

5. Forms of teaching

code	form of teaching			required hours of student's own work		assessment of the learning outcomes of the module
	type	description (including teaching methods)	number of hours	description	number of hours	
_fs_1	lecture	lecture of basic issues by using a multimedia prsentation	15	assimilation of knowledge; reading of recommended publications	10	_w_2
_fs_2	practical classes	project	15	realisation of some part of a project (conception, reading documents)	25	_w_1