

1. Course information in compliance with the Study Programme of MANAGEMENT									
Course Name: Art in Advertising							Course Code: B15		
Type of studies: Bachelor's Full-time / Part-time				Profile of education: PRACTICAL			Specialization scope: all		
Year: I Term: 1				Course /module status: obligatory / basic education			Course / module language: English		
Type of classes	Lectures	Practical classes			Total	consultation	ECTS Credits		
		tutorials	laboratory classes	seminars			Classes with lecturer	Independent work of student	Total
Teaching Hours Full time studies	15	15	-	-	30	3	1,2	0,8	2,0
including practical classes	-	15	-	-	15	2	0,6	0,4	1,0
Teaching Hours Part time studies	10	10	-	-	20	2	0,8	1,2	2,0
including practical classes	-	10	-	-	10	1	0,4	0,6	1,0
Form of examination	Graded pass / Exam								
Course / module Coordinator	dr Piotr W. Lorkowski								
Lecturers	dr Piotr W. Lorkowski, mgr Anna Kraszewska, mgr Aleksandra Tatarczuk								
Priority effects of the item specified in the Senate resolution		Z_W06, Z_U02, Z_U06, Z_K02							
2. Lecturer tasks									
Course learning objectives:									
<p>The main task of the teacher is to familiarize the student with advertising as a phenomenon bordering on the world of business and culture. The acquired competences should enable the student to evaluate the advertising message in terms of its aesthetics and ethics, as well as in terms of its communication and market effectiveness. Moreover, the student should acquire knowledge about advertising as a form of social communication, about artistic conventions and styles that have had the strongest impact on contemporary advertising. He should also be familiar with the stages of planning and implementing advertising activities and in the basic techniques of creating an advertising message.</p>									

Subject code	Expected learning outcomes	Reference to learning outcomes for the field of Management
Knowledge		
W_01	The student knows and understands issues related to the human being as the entity creating socio-economic organizations at an advanced level and has knowledge about the effects and practical applications of decisions made within them.	Z_W06
Skills		
U_01	The student is able to select appropriate sources and information derived from them for the correct analysis of the causes and course of management processes at the level of economic entities as well as acquiring, interpreting and using advanced theoretical and practical knowledge in order to assess and analyze their market situation.	Z_U02
U_02	The student can communicate in professional matters with colleagues, contractors, clients and people operating in the environment of the organization using specialized terminology	Z_U06
Social competence		
K_01	The student is ready to fulfill social obligations, co-organize activities for the social and professional environment, initiate activities for the public interest, and think and act in an entrepreneurial manner.	Z_K02
Topics of particular classes with the number of hours		
<p style="text-align: center;">LECTURES (Theoretical classes)</p> <p>1. Introductory classes (full-time: 3h / part-time.: 2h)</p> <p>1.2. the role of advertising in the context of a free market economy</p> <p>1.2. the most important concepts related to advertising</p> <p>1.3. advertising versus propaganda.</p> <p>1.3. history of advertising - development of forms,</p> <p>1.4. advertising - technical conditions</p> <p>1.4. the impact of advertising in public space</p> <p>2. Artistic advertising affinities (full-time: 3h / part-time: 2h)</p> <p>2.1. the essence of a work of art</p> <p>2.2. basic issues of aesthetics (beauty versus truth and goodness), Greek aesthetics as a reference point</p> <p>2.3. conventions of presenting good and bad in art,</p> <p>2.4. painting conventions present in advertising messages (e.g. still life, nude, portrait, landscape, genre scenes);</p> <p>2.4. comparative analysis: "Birth of Venus" by Sandro Boticelli and a photograph by Helmut Newton for the Pirelli calendar.</p> <p>2.5. case studies: "Coca-Cola" advertisement (around 1900), advertising creations of Alfons Mucha, Leonetto Capiello, Andy Warhol.</p> <p>3. Advertising as a form of social communication (full-time: 3h / part-time: 2h)</p> <p>3.1. the essence and goals of communication;</p> <p>3.2. communication practice: coding, decoding, channel, form and organization;</p>		

- 3.3. media communication in the mass information society;
- 3.4. information communication and persuasive communication;
- 3.5. Techniques of persuasion in advertising - Cialdini's rules.
- 4. Images they sell - advertising photography and its application; visual identification (full-time: 3h / part-time: 2h)
- 4.1. Briefly about the history and techniques of creating advertising photography and its applications;
- 4.2. product photography (packshots), creative packshots - case studies;
- 4.3. a special case - masters of fashion photography (eg Ann Leibovitz, Marcin Tyska);
- 4.4. culinary photography;
- 4.5. image / corporate photography;
- 4.5. advertising in the face of new media art - technical tricks: rotating photography and cinemagraph;
- 4.6. corporate identity, trademark, brand book, lettering, logo.
- 5. Copyright and taboo in advertising (full-time: 3h / part-time: 2h)
- 5.1. elements of the advertising message subject to legal protection; the concept of fair use;
- 5.2. advertising manipulation;
- 5.3. taboos in advertising - religion, skin color, gender and sexual orientation, nationality, death - case studies; problem of stereotyping, racism, sexism.

TUTORIALS (Practical classes)

(classes shaping practical skills)

- 1. Cultural codes in video clips - (full-time 3h / part-time 2h) analysis of historical and contemporary cases (forms: sketch, storytelling, etc.)
- 2. Advertising brief - structure and role. Preparation for the final project. (full-time 3h / part-time 2h).
- 3. Photographs and advertising graphics - analysis of works (full-time 3h / part-time 2h).
- 4. Ages of art and artistic currents that inspire advertising (full-time 3h / part-time 2h) - case studies.
- 5. Emotions in social campaigns. (full-time 3h / part-time 2h) - case studies.

Methods of teaching	Lectures with multimedia presentations, case studies, analysis of a work of art and advertising creation, discussion, solving problems, studying literature, encouraging students to actively participate in classes. Elements of distance learning - all course material is digitized and available on the e-learning platform.
Literature	The Role of Art in Advertising, Stockholm School of Economics, Master thesis in consumer marketing, Spring 2010 http://arc.hhs.se/download.aspx?MediumId=1029
Optional Literature	Aronson, E., Wilson, T. D., Akert, R. M., <i>Psychologia społeczna. Serce i umysł</i> , Poznań 1997. Babecki M., <i>W kręgu antropologii reklamy, Media – Kultura – Komunikacja Społeczna 2</i> , Olsztyn 2019, s. 369–371. or electronic version : http://bazhum.muzhp.pl/media/files/Media_Kultura_Komunikacja_Spoleczna/Media_Kultura_Komunikacja_Spoleczna-r2006-t2/Media_Kultura_Komunikacja_Spoleczna-r2006-t2-s369-371/Media_Kultura_Komunikacja_Spoleczna-r2006-t2-s369-371.pdf Barczyk-Sitkowska A., <i>Reklama nieetyczna – studium przypadku Reserved („Polish boy wanted”)</i> , „Studia Medioznawcze”, 2019, tom 20, nr 2 (77).

or electronic version:

<https://studiamedioznawcze.eu/index.php/studiamedioznawcze/article/view/92/66>

Higgins J., *Przewodnik po fotografii współczesnej*, Warszawa 2015.

Mikocka-Waluś A., *Seksizm w polskiej i francuskiej reklamie telewizyjnej*

http://bazhum.muzhp.pl/media/files/International_Journal_of_Management_and_Economics/International_Journal_of_Management_and_Economics-r2004-t15/International_Journal_of_Management_and_Economics-r2004-t15-s208-220/International_Journal_of_Management_and_Economics-r2004-t15-s208-220.pdf

Smith I. H., *Krótką historia fotografii*, Warszawa 2019.

Stefaniak W.Z., *Zarys problematyki norm etycznych we współczesnej reklamie*,
https://bon.edu.pl/media/book/pdf/Zarys_problematyki_norm-WZS.pdf

Publikacje elektroniczne dostępne w zasobach kursu e-learningowego.

3. Tasks and time of independent student work

Tasks descriptions	Number of hours		ECTS Credits	
	Full-time	Part-time	Full-time	Part-time
The tasks of theoretical	10	15	0,4	0,6
Preparation for classes and final examination	10	15	0,4	0,6
The tasks shaping practical skills	10	15	0,4	0,6
Development of the concept of a final thesis (brief or other project provided by the lecturer)	10	15	0,4	0,6
TOTAL student workload in hours	20	30	0,8	1,2

4. Methods of verification and documentation of the learning outcomes assessment

Symbol of learning outcomes	Methods of verification and documentation
W_01	Assessment of student activity in classes devoted to the analysis of advertising creation. Exam test.
U_01	Self-assessment of the prepared final work.
U_02	Assessment of the student's participation in discussions, analyzes and presentations.
K_01	Assessment of the activity of participation in classes, work in groups (pairs), assessment of statements assessing the advertisement in terms of its ethics.

Basic criteria of assessment:

The condition for completing the course is active and creative participation in the classes and preparation of a final work (a brief with an attachment - an advertising creation or another, substantially equivalent, project assigned by the tutor).

The condition for passing the exam is passing the test in accordance with the previously mentioned scope.

Grades are issued in accordance with the university's grading system:

- a) excellent grade - over 94% of the required knowledge and skills (95-100%)
- b) very good assessment above 80% of the required knowledge and skills (81-94%)
- c) db + assessment above 73% of the required knowledge and skills (74-80%)
- d) db rating above 65% of the required knowledge and skills (66-73%)
- e) dst + assessment above 57% of the required knowledge and skills (58-65%)
- f) dst assessment above 50% of the required knowledge and skills (51-57%)
- g) evaluation of dst. 50% and below the required knowledge and skills (0-50%)

The final grade for the subject consists of 40% of the exam grade and 60% of the exercises.