Module description (syllabus): Reklama żywności

Module title:	**Reklama żywności**	**ECTS**	**4**
Module title translation:	Food advertising		
Module for study direction:	**Ekonomia**		

Module language: **angielski**		Study level: **2**	
Study cycle: **stacjonarne**	Module status: **kierunkowy - do wyboru**	Semester number: **3** **semestr zimowy**	
Academic Year from which module description is valid :		**2020/2021**	Catalogue number: **EKR-E-2S-3-36-KF-2020-EN**

Person in charge of the module:	**Joanna Chudzian, dr**		
Teachers responsible for classes:	**dr Joanna Chudzian**		
Unit responsible for the module:	**Katedra Polityki Rozwoju i Marketingu**		
Faculty in charge:	**Wydział Ekonomiczny**		
Objectives of the module:	a.to understand specifics of advertising comparing to other marketing tools b.to develop a deeper understanding of food advertising concepts c.to understand the role of food advertising in different social aspects **Lectures** •Introduction to Food Advertising; •Nutrition aspects vs food advertising; •Corporate perspective vs food advertising; •Culture aspects vs food advertising; •Mass Media perspective vs food advertising; •Social movement vs food advertising; •Environment aspects ovsfood advertising; •Globalization aspects vs food advertising. **Classes** analise of scientific paper and presentation		
Teaching forms and number of hours:	a. lectures - no of hours: full time study: 20, part-time study. 0 b. classes - no of hours: full time study: 10, part-time study. 0		
Teaching methods:	sorce texts analysis, consultation with the lecturer, lectures		
Initial requirements and formal prerequisities:	Before enrolling to this course, students should have a basic knowledge on marketing		
Learning outcomes:	**Knowledge - knows and understands:** 1. understanding of specifics of advertising comparing to other marketing tools 2. understanding of the role of food advertising in different social aspects	**Skills - can:** 3. development of a deeper understanding of food advertising concepts 4. ability to critical analyses of food advertising	**Competences - is ready for:** 5. critical assement of own knowledge on advertisement 6. developemnt of professional activities with taking into account social responsibility
Assessement methods:	evaluation of the presentation during the class (effects: 1,2,3,4,5,6), evaluation of the work done as part of the student's own work (effects: 1,2,3,4,5,6)		
Formal documentation of the learning outcome:	projects		
Elements of the final grade and their weights:	evaluation of the presentation during the class - 20%, evaluation of the work done as part of the student's own work - 80%		
Place of teaching:	blended learning		

Teaching materials (obligatory and additional):

1. Ogilvy, David, On Advertising (Random House).
2. Parkin, Katherine J., Food Is Love: Advertising and Gender Roles in Modern America, 2007.
3. Caples, John, Tested Advertising Methods (Prentice Hall Business Classics).
4. Each semester students are provided with current publications (scientific papers) on those aspects of food marketing

Remarks:
MEO/Erasmus

Quantitative indicators describing the module:	
Estimated total number of student work hours (contact and own work) necessary to achieve the learning outcomes assumed for the module - on this basis, complete the ECTS field:	**88/0**
The total number of ECTS points which the student receives in module requiring direct participation of academic teachers or other persons:	**1.36/0 ECTS**

Table of compliance of the directional learning outcomes with the effects of the module			
Outcome category	Learning outcomes for module:	Reference to effects for the study program for the direction of study	The impact of classes on the directional effect*)
Knowledge	1. understanding of specifics of advertising comparing to other marketing tools	EK2_KW04	2
	2. understanding of the role of food advertising in different social aspects	EK2_KW05	2
Skills	3. development of a deeper understanding of food advertising concepts	EK2_KU01	2
	4. ability to critical analyses of food advertising	EK2_KU02	2
Competences	5. critical assement of own knowledge on advertisement	EK2_KK01	2
	6. developemnt of professional activities with taking into account social responsibility	EK2_KK03	2

*) 3 - advanced and detailed, 2 - significant, 1 - basic