
Summer School of Management 2024
Sustainability challenges in modern business
course syllabus

1. Course description

a. Course name

Designing Social Campaigns

b. Lecturer

Magdalena Daszkiewicz

c. Hours

5 h

d. General description – course content

The course aims to familiarise students with the possibilities and procedures for designing social campaigns. During the course, students acquire the knowledge and skills necessary to understand and analyse social problems and influence changes in social behaviour using social campaigns. Students learn the procedures and tools used in designing social campaigns. They carry out tasks related to campaigns and social problems in different areas. They translate the acquired knowledge into practical solutions for pro-social activities. The course is enriched with examples and short case studies, allowing students to assimilate the provided knowledge better. Working on the tasks takes the form of discussion, group work and presentation of solutions.

e. Learning outcomes

Knowledge:

1. Students learn key concepts, frameworks and techniques related to social marketing
2. Students gain knowledge of social campaign designing processes

Skills

1. Students learn how to change social behaviour using social marketing campaigns
2. They develop the skills necessary to design social campaigns.

Competences:

1. Students develop the ability to analyse social problems and suggest ways of solving them through social campaigns
2. They develop the ability to work in groups (cooperation in planning and creative processes)

f. Literature

1. 1. Lee N.R., Kotler Ph. Colehour J. (2023), Social Marketing: Behaviors change for Good, Sage Publications, Thousand Oaks (or earlier editions)
2. Weinreich NK.: Hands-on Social Marketing. Sage Publications 2011
3. Kozinets R.V. Gambetti R., Gretzel U.: Influencers and Creators. Business, Culture and Practice, Sage Publications 2023