

I. GENERAL BASIC INFORMATION ABOUT THE SUBJECT (MODULE)

<b>Item Name</b>	
Gamification – modern marketing technique	
<b>Name of the organizational unit leading the course:</b>	Faculty of Management and Technical Sciences
<b>Name of the field of study, level of education:</b>	Stage I Management
<b>Learning profile:</b>	General academic
<b>Name of the specialty:</b>	-
<b>Type of learning module:</b>	To choose from
<b>Year/Semester:</b>	3rd year semester 5
<b>Person coordinating the subject:</b>	Dr. A. Luczak
<b>Prerequisites (resulting from the succession of items):</b>	Prerequisites for knowledge and skills corresponding to the content and learning outcomes of basic marketing knowledge

II. FORMS OF CLASSES AND NUMBER OF HOURS

	Lecture	Exercise	Seminar	Laboratory	Workshop	Project	Seminar	Consultation	Exam/Passing	Total hours
Full-time studies	15	15								30
Part-time studies	10	10								25

III. METHODS OF TEACHING ACTIVITIES

Forms of classes	Didactic methods
Lecture	Serving methods, discussions, multimedia presentations
exercise	Activating methods, case studies, problem tasks

IV. OBJECTIVE LEARNING OUTCOMES

WITH REFERENCE TO LEARNING OUTCOMES FOR THE FIELD OF STUDY AND AREAS

Lp.	Description of the learning outcomes in question	Directional effect reference
<b>Knowledge:</b>		
1.	Knows in depth the concepts of constructing gamification mechanisms	ZO1_W11 P6S_WG
2.	He has in-depth knowledge of gamification of marketing activities, including building customer engagement	ZO1_W14 P6S_WG; P6S_WK

3.	Has in-depth knowledge of marketing tools that help in creating gamification	ZO1_W12 P6S_WG
<b>Abilities:</b>		
1.	Can use their knowledge – formulate and solve complex and unusual problems related to gamification	ZO1_U01 P6S_KK
2.	Can recognize the need to introduce changes in the organization and design a gamification strategy and implement good practices in this area	ZO1_U05 P6S_KO
<b>Social competences:</b>		
1.	Is ready to recognize knowledge in solving problems in gamification in the workplace	ZO1_K01 P6S_KK
2.	He is ready to make responsible and rational decisions in the field of gamification in marketing	ZO1_K06 P6S_KO
<b>V. CURRICULAR CONTENT (LEARNING)</b>		
<b>Lp.</b>	<b>Lecture:</b>	<b>Reference to the learning outcomes in question</b>
1.	History of games and gamification	
2.	Gamification theory	
3.	Player Psychology	
4.	Planning a gamification strategy	
5.	Gamification of marketing activities, including building customer engagement	
6.	Gamification in the loyalty program	
7.	The use of gamification in marketing - case study	
8.	Gamification in the workplace	
9.	Characteristics of consumer behavior – challenges and trends in marketing	
10.	Gamification, good practices - case studies	
11.	Gamification during a pandemic	
12.	Tools to help create gamification	
13.	Constructing gamification mechanisms	
14.	Cognitive psychology – three pillars of gamification	
		ZO1_W11 ZO1_W14 ZO1_W12 ZO1_U01 ZO1_U05 ZO1_K01 ZO1_K06
<b>Lp.</b>	<b>exercise</b>	<b>Reference to the learning outcomes in question</b>
1	Player Psychology	ZO1_W11

2	Planning a gamification strategy	ZO1_W14 ZO1_W15 ZO1_U01 ZO1_U05 ZO1_K01 ZO1_K06
3	Gamification of marketing activities, including building customer engagement	
4	Gamification in the loyalty program	
5	The use of gamification in marketing - case study	
6	Gamification in the workplace	
7	Characteristics of consumer behavior – challenges and trends in marketing	
8	Gamification, good practices - case studies	
9	Gamification during a pandemic	
10	Tools to help create gamification	
11	Constructing gamification mechanisms	
12	Cognitive psychology – three pillars of gamification	

#### VI. METHODS OF ASSESSMENT OF LEARNING OUTCOMES

Learning outcomes /EU/	Verification method	Form of classes in which the EU is verified
	<b>Knowledge:</b>	
ZO1_W11 ZO1_W14 ZO1_W12	<b>Oral exam, project</b>	<b>Lecture / Exercises</b>
	<b>Abilities:</b>	
ZO1_U01 ZO1_U05	<b>Oral exam, project</b>	<b>Lecture/ Tutorials</b>
	<b>Social competences:</b>	
ZO1_K01 ZO1_K06	<b>Oral exam, project</b>	<b>Lecture/Exercises</b>

#### VII. CRITERIA FOR ASSESSING ACHIEVED LEARNING OUTCOMES

Learning outcomes	Unsatisfactory assessment	Grade range 3.0-3.5	Grade range 4.0-4.5	Very good rating
	The student does not know and does not understand/cannot/is not ready:	The student knows and understands / can / is ready:	The student knows and understands / can / is ready:	The student knows and understands / can ready:
For each of the learning outcomes defined for the module in knowledge, skills and competences	The student obtains less than 50% max. number of points	For each of the learning outcomes defined for the module in knowledge, skills and competences	The student obtains less than 50% max. number of points	For each of the learning outcomes defined for the module in knowledge, skills and competences

VIII. STUDENT'S WORKLOAD – NUMBER OF HOURS AND BALANCE OF ECTS CREDITS		
Type of activity ECTS	Studies Stationary	Part-time studies
Participation in didactic activities (lectures, exercises, tutorials, project, laboratories, workshops, seminars) – SUM of hours – from point II	30	20
Exam/Passing		1
Participation in the consultation		1
Project / Essay	10	10
Independent preparation for didactic classes	5	8
Preparing to pass a teaching class	5	10
<b>Total student workload (25h = 1 ECTS) TOTAL hours/ECTS</b>	<b>2 ECTS credits/50 h</b>	<b>2 ECTS credits/ 50 hours</b>
Student load in classes in direct contact with the teacher	30	20
Student load in practical classes		
Student load in practical vocational preparation classes	20	30
IX.LITERATURE AND OTHER DIDACTIC MATERIALS		
<b>Basic literature:</b> Izabela Lewandowska, Gamification in organization. Application development . ASPRA-JR Publishing House, Warsaw, 2020		
<b>Supplementary literature:</b> Paweł Tkaczyk, GAMIFICATION. How to apply game mechanisms in Helion 2012 marketing activities Urszula Rudzka articles on-line. EPALE - Electronic Platform for Adult Learning in Europe <a href="https://epale.ec.europa.eu/pl/node/157801">https://epale.ec.europa.eu/pl/node/157801</a>		
<b>Other teaching materials:</b> Presentations of the content of the classes in the form of slides		