COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title: Guerrilla Marketing in Polish: Guerrilla Marketing

2. Course code: …
Number of ECTS credits: 3
Course completion method Z
Course commenced / Year …

3. Major: Management

4. Department of major coordinator: Prof. dr hab. W. Dyduch

5. Name of course instructor: Lectures: Dr Olgierd Witczak Classes: Lab:
Examiner Dr Olgierd Witczak

6. Department of course instructor: Department of Organizational Relationship Management

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	15	
classes		
foreign language classes		
lab classes		
seminars		
e-learning		
other		
Total hours	15	
Examination (hours)		

8. Course timeframe - no. of semesters: 1
Course commencement / Year: 2024/2025
Course commencement / Semester: Summer

9. Level of tertiary education: Bachelor

11. Course status
Compulsory for the major…
Compulsory for the specialization …
X Elective …

11. Course prerequisites
Compulsory:
Recommended: marketing, social communication, promotion

12. Course objectives:
Providing knowledge of new marketing communication instruments supported by IT technologies. Presenting practical applications of unconventional communication techniques (channels, contents) to promote products and services addressed to narrow target groups. Indicating the role of non-standard communication, media and social networking sites in increasing the effectiveness and efficiency of guerrilla marketing. Discussion of examples of the use of guerrilla marketing in promoting attitudes, lifestyles and products related to them among consumer groups that do not use traditional, mass media (TV, radio, press). Presenting guerrilla

marketing as a promotional instrument that allows create of additional value for the product, turning it into a symbolic product (conveying value) and a status symbol. Indication of industry and sectoral restrictions on the use of guerrilla marketing.

13. Teaching and learning methods:

A. Direct student-instructor contact hours:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Interactive Lecture	Multimedia and interactive presentations in the range of theoretical background	15	
Total			AS: 15	AN:

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Reading	Textbook and handbook reading	10	
2.	Workshops	Individual and group tasks	25	
3.	Case study	Working in small teams on market situations of particular issues	25	
Total			BS: 60	BN:

Total AS+BS = 75
Examination (E) = 0
Total AS+BS+E= 75

Total AN+BN = …….
Examination (E) =…….
Total AN+BN+E = …….

14. Keywords: marketing communications, promotion

15. Course content:

1. Social communication – revolution or evolution?
   - Challenges of marketing communication - media convergence
   - Guerrilla marketing – history and reasons for popularity
   - Guerrilla marketing in marketing communication
   - Guerrilla marketing tools
2. Ambient
   - Public space as a place for promotional activities
   - Instruments used in the ambient – flash mob
   - Advertising equivalent (AVE)
   - Advantages, disadvantages and limitations of ambient
3. Ambush
   - Sponsorship – challenges and limitations
   - Ambush as a full-fledged instrument of communication influence of the organization - discussion in the aspect of ethics and law
   - Case study – Pepsi vs. Coca cola
4. Stealth and Amplifying
   - Differences and similarities
   - Amplifying on the Internet
   - Online expert/eBrand Spokesperson
5. Viral
   - Social media and the issue of virality of communication
   - Tools – meme, memejacking
   - Viral Spoof - Shakira/ Pique - case study
6. Street and other forms of guerrilla marketing
   - An alternative to outdoor advertising
   - Stickers - examples
   - Product Packaging – examples

- Creative Double Page Magazine Ads - examples

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
Knowledge			
ZRZ1_W02#	Has knowledge of non-standard forms of promotion and the principles of its use in promotional communication with the target market	MS PPT presentations	The electronic version of MS PPT presentations
Skills			
ZRZ1_U01#	Is able to plan and implement promotional campaigns using non-standard forms of promotion	MS PPT presentations	The electronic version of MS PPT presentations
Social skills			
ZRZ1_K05#	Able to work in a group, taking on various roles	MS PPT presentations	The electronic version of MS PPT presentations

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Presentation	Team PowerPoint multimedia presentation	100%

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list:

Mandatory readings:

1. Levinson J. C., Myers J., Kimble M. (2022), Guerrilla Marketing. Advertising and Marketing Definitions, Ideas, Tactics, Examples, and Campaigns to Inspire Your Business Success, Morgan James LLC (IPS).
2. Lucas G., (2011), Guerrilla Advertising 2: More Unconventional Brand Communication, Laurence King Publishing, New York.

Suggested readings:

1. Ahuja, R.D., Michels, T.A., Walker, M.M. and Weissbuch, M. (2007), "Teen perceptions of disclosure in buzz marketing", Journal of Consumer Marketing, Vol. 24 No. 3, pp. 151-159.
2. Chionne, R. and Scozzese, G. (2014), "Some evidence on unconventional marketing: focus on guerrilla marketing", International Business Research, Vol. 7 No. 12, pp. 153-166.
3. Hutter, K. and Hoffmann, S. (2011), "Guerrilla marketing: the nature of the concept and propositions for further research", Asian Journal of Marketing, Vol. 5 No. 2, pp. 39-54.
4. Levinson, J.C. (1984), Guerrilla Marketing: Secrets for Making Big Profits From Your Small Business, Houghton Mifflin, Boston, MA.
5. Levinson, J.C., Lautenslager, A.L. (2009), Guerilla Marketing in 30 Days , 2nd ed., Entrepreneur Press, CA.
6. Levinson, J.C., R. Frishman, J. Lublin (2020), Guerrilla Publicity. Hundreds of Sure-Fire Tactics to Get Maximum Sales for Minimum Dollars, Morgan James LLC (IPS).
7. Nufer, G. (2013), "Guerrilla marketing – innovative or parasitic marketing?", Modern Economy, Vol. 4 No. 9A, pp. 1-6.
8. Rosen E., (2009), The Anatomy of Buzz Revisited: Real-life Lessons in Word-of-Mouth Marketing, Random House, New York.

19. Language of instruction: English

20. Tutors' recommendations: The maximum quantity of students in classes: 30