Course description form (syllabus form) – for 1st and 2nd cycle studies

**A. General data**

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| **Name of the field** | | **Content** |
| Course title | | Gamification - how to engage people? |
| Organizational unit: | | Faculty of Management |
| Organizational unit where the course is offered: | | x |
| Course ID | | x |
| Erasmus code / ISCED | | **04700** |
| Course groups | | x |
| Period when the course is offered | | Winter semester |
| Short description | | The main objective of this course is to review the techniques of audience engagement through the use of game mechanisms in various fields: marketing, marketing research, management and education. |
| Type of course: | | Conversatory |
| Full description | | Gamification is an increasingly popular method of amplifying audience engagement in various areas of life. The aim of the course is to familiarize students with the current state of knowledge about the use of game mechanisms in industries where commitment and loyalty are crucial. Thematic scope of the course:  1. Games - what do they give us?  2. Overview of mechanics used in modern games  3. Gamification - what is it and what are its effects?  4. Gamification in marketing - review of case studies  5. Gamification in marketing research - review of scientific research and games used in quality processes  6. Gamification in management - review of simulation games  7. Gamification in education - review of scientific research and educational programs based on game mechanisms |
| Prerequisites | Formal | - |
| Initial | It is advisable to complete courses in marketing and marketing research |
| Learning outcomes | | - getting to know the mechanics used in modern board games (including card and role-playing games)  - learning the basics of using game mechanisms in designing gamification-based programs  - learning about the applications of gamification in marketing, marketing research, management and education |
| ECTS credit allocation (and other scores) | | x |
| Assessment methods and assessment criteria | | Gamification mechanism project for the chosen field – 100%  All the details will be provided during the first meeting. |
| Examination | | **Graded credit** |
| Type of class | | Elective, seminar/conversatory  2nd cycle, year 2 (semester 3)  Full time/part time mode |
| Sposób realizacji przedmiotu | | Online (Zoom + eNauka) |
| Language | | English |
| Bibliography | | Caillois, R. (1961). *Man, play and games.* New York: Free Press of Glencoe.da Rocha Seixas, L., Gomes, A. S., & de Melo Filho, I. J. (2016). Effectiveness of gamification in the engagement of students. *Computers in Human Behavior*, 58, 48–63.Deterding, S., Sicart, M., Nacke, L.E., O’Hara, K., & Dixon, D. (2011). Gamification: Using game design elements in non-gaming contexts. *Proceedings of CHI EA 2011.* Vancouver, BC, Canada. ACM, 2425–2428.McGonigal, J. (2011). *Reality is broken. Why games make us better and how they can change the world.* London: Jonathan Cape.Paharia, R. (2013). *Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and Gamification.* New York: McGraw-Hill.Puleston, J. & Sleep, D. (2011) The game experiments: Researching how game techniques can be used to improve the quality of feedback from online research. *ESOMAR Congress Amsterdam.*Ścibor-Rylski, M., & Mijal, M. (2023). Gamification in Market Research – How to Encourage People to Write More. *Annales Universitatis Mariae Curie-Skłodowska, section H – Oeconomia*, 57(2), 175-189. **Ścibor-Rylski, M., Reducha, M., & Ochremiak, J. (2019). Modern research methods in the field of customer experience. *Marketing i Rynek,* 10/2019, 14–21.** |
| Internship as part of the course | | **n/a** |
| Coordinators | | **Dr hab. Katarzyna Dziewanowska** |
| Group instructors | | **Dr Michał Ścibor-Rylski** |
| Notes | |  |

**B. Detailed data**

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| **Name of the field** | **Content** |
| Group instructors: | Michał Ścibor-Rylski |
| Title | Dr |
| Type of class: | Conversatory |
| Learning outcomes defined for didactic method used during the course | - getting to know the mechanics used in modern board games (including card and role-playing games)  - learning the basics of using game mechanisms in designing gamification-based programs  - learning about the applications of gamification in marketing, marketing research, management and education |
| Assessment methods and assessment criteria for didactic method used during the course | Gamification mechanism project for the chosen field – 100%  All the details will be provided during the first meeting. |
| Examination for didactic method used during the course | Graded credit |
| Range of content | 1. Games - what do they give us?  2. Overview of mechanics used in modern games  3. Gamification - what is it and what are its effects?  4. Gamification in marketing  5. Gamification in marketing research  6. Gamification in management  7. Gamification in education |
| Didactic methods | Lecture mixed with practical workshop tasks |
| Bibliography | Caillois, R. (1961). *Man, play and games.* New York: Free Press of Glencoe.da Rocha Seixas, L., Gomes, A. S., & de Melo Filho, I. J. (2016). Effectiveness of gamification in the engagement of students. *Computers in Human Behavior*, 58, 48–63.Deterding, S., Sicart, M., Nacke, L.E., O’Hara, K., & Dixon, D. (2011). Gamification: Using game design elements in non-gaming contexts. *Proceedings of CHI EA 2011.* Vancouver, BC, Canada. ACM, 2425–2428.McGonigal, J. (2011). *Reality is broken. Why games make us better and how they can change the world.* London: Jonathan Cape.Paharia, R. (2013). *Loyalty 3.0: How to Revolutionize Customer and Employee Engagement with Big Data and Gamification.* New York: McGraw-Hill.Puleston, J. & Sleep, D. (2011) The game experiments: Researching how game techniques can be used to improve the quality of feedback from online research. *ESOMAR Congress Amsterdam.*Ścibor-Rylski, M., & Mijal, M. (2023). Gamification in Market Research – How to Encourage People to Write More. *Annales Universitatis Mariae Curie-Skłodowska, section H – Oeconomia*, 57(2), 175-189. Ścibor-Rylski, M., Reducha, M., & Ochremiak, J. (2019). Modern research methods in the field of customer experience. *Marketing i Rynek,* 10/2019, 14–21. |
| Group limit | x |
| Time span | x |
| Location | Online course (Zoom + eNauka) |