**STUDY PROGRAMME**

Field of study: **Communication Management**

Level of studies: **Second degree cycle**

Level of qualification: **7. Polish Qualifications Framework**

Learning profile: **General academic profile**

Faculty: **The Faculty of Letters**

1. **Attribution of the field of study to academic domains and academic disciplines to which it relates.**

|  |  |  |  |
| --- | --- | --- | --- |
| Academic domain | Academic discipline | Percentage share of disciplines | Leading discipline  (more than a half of learning outcomes) |
| Social sciences | Communication and Media Studies | 100% | Communication and Media Studies |

1. **Table of percentage share of the number of ECTS credits in the total number of ECTS credits for each of the programme's disciplines.**

|  |  |  |
| --- | --- | --- |
| Academic domain | Academic discipline | Percentage share of the number of ECTS credits in the total number of ECTS credits for each of the disciplines |
| Nauki społeczne | Communication and Media Studies | 100% |

1. **General data on the curriculum.**

|  |  |
| --- | --- |
| Number of semesters | 4 |
| Number of ECTS credits required to complete the studies at a given level | 120 or 125 |
| Professional title awarded to graduates | Master |
| Form of studies | full-time |
| ISCED code | 0388 |
| Number of ECTS credits including optional classes | 36 |
| Total number of ECTS credits which a student must collect for classes conducted directly by academic teachers/instructors | 120 or 125 |
| Number of ECTS credits for the humanities sciences domain | 5 |
| Number of ECTS credits for foreign language classes or Polish classes | 4 or 9 |
| Total number of hours for the programme | 844 lub 904 |

1. **Plan of studies**

**Year: I**

**Semester: first**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Item | Course/module | E/ O\* | Form | | | | | Number of hours | Assessment method | ECTS  credits | Related discipline/s |
| L | C | S | K | L |
|  | Branding | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies |
|  | Theories of Communication | O | 30 |  |  |  |  | 30 | E | 5 | Communication and Media Studies |
|  | Internet Communication | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies |
|  | Academic writing | O |  | 30 |  |  |  | 30 | G/C | 3 | Communication and Media Studies |
|  | History and Theories of Design | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies |
|  | Intercultural Communication | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies |
|  | Startup Development | O |  | 15 |  |  |  | 15 | G/C | 2 | Communication and Media Studies |
|  | Foreign Language | O |  |  |  |  | 60\* | 60\* | E | 4 | Communication and Media Studies |
|  | Polish Language | O |  |  |  |  | 30\* | 30\* | C | 0 | Communication and Media Studies |
|  | Health and Safety (e-learning) | O |  | 4 |  |  |  | 4 | C | 0 | Communication and Media Studies |
|  | TOTAL |  | 30 | 169 |  |  | 60 lub 90 | 259 lub 289 |  | 30 |  |

* Foreign students are required to complete a Polish language course at the School of Polish Language and Culture for Foreigners. All students (both Poles and foreigners) complete a course in any foreign language at the B2+ level from the offer of the Study of Practical Foreign Language.

**Semester: second**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Item | Course/module | E/ O\* | Form | | | | | Number of hours | Assessment method | ECTS  credits | Related discipline/s |
| L | C | S | K | L |  |  |  |  |
|  | Lifestyles and Consumer Insights | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies |
|  | Teamwork and Teammanagement | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies |
|  | Graphics Fundamentals | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies |
|  | Brand Identity and Personality | O |  | 30 |  |  |  | 30 | G/C | 5 | Communication and Media Studies |
|  | Empirical Research in Communication/ | O |  | 30 |  |  |  | 30 | G/C | 5 | Communication and Media Studies |
|  | User Experience Design | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies |
|  | Master Seminar | O |  |  | 30 |  |  | 30 | G/C | 4 | Communication and Media Studies |
|  | Polish Language | O |  |  |  |  | 30\* | 30\* | E | 5 | Communication and Media Studies |
|  | TOTAL |  |  | 180 | 30 |  | 30\* | 210 lub 240 |  | 30 lub 35 |  |

* Foreign students are required to complete a Polish language course at the School of Polish Language and Culture for Foreigners. All students (both Poles and foreigners) complete a course in any foreign language at the B2+ level from the offer of the Study of Practical Foreign Language.

**Semester: third**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Item | Course/module | E/ O\* | Form | | | | | Number of hours | Assessment method | ECTS  credits | Related discipline/s |
| L | C | S | K | L |  |  |  |  |
|  | Trends and Innovations in Communication | O |  | 30 |  |  |  | 30 | G/C | 3 | Communication and Media Studies |
|  | Media Law and Copyright | O | 15 |  |  |  |  | 15 | E | 3 | Communication and Media Studies |
|  | Media Relations and Media Planning | O |  | 30 |  |  |  | 30 | G/C | 3 | Communication and Media Studies |
|  | Project Management | O |  | 30 |  |  |  | 30 | G/C | 3 | Communication and Media Studies |
|  | Researching and Market Analysis | O |  | 30 |  |  |  | 30 | G/C | 3 | Communication and Media Studies |
|  | Social Media Communication | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies |
|  | Master Seminar | O |  |  | 30 |  |  | 30 | G/C | 8 | Communication and Media Studies |
|  | Elective subjects: |  |  | 30 |  |  |  | 30 | G/C | 3 |  |
| Communication in Business and in Professional Activity | E |  |  |  |  |  |  |  |  | Communication and Media Studies |
| Nation Branding | E |  |  |  |  |  |  |  |  | Communication and Media Studies |
|  | TOTAL |  | 15 | 180 | 30 |  |  | 225 |  | 30 |  |

**Semester: fourth**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Item | Course/module | E/ O\* | Form | | | | | Number of hours | Assessment method | ECTS  credits | Related discipline/s |
| L | C | S | K | L |  |  |  |  |
|  | Theory and Practice of Advertising | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies |
|  | Language Pragmatics | O |  | 30 |  |  |  | 30 | G/C | 5 | Linguistics |
|  | Analysis of Media Discourse | O |  | 30 |  |  |  | 30 | G/C | 4 | Communication and Media Studies |
|  | Master Seminar | O |  |  | 30 |  |  | 30 | G/C | 14 | Communication and Media Studies |
|  | Elective subjects: |  |  | 30 |  |  |  | 30 | G/C | 3 |  |
| Campain Planning | E |  |  |  |  |  |  |  |  | Communication and Media Studies |
| Audiovisual Production | E |  |  |  |  |  |  |  |  | Communication and Media Studies |
|  | TOTAL |  |  | 120 | 30 |  |  | 150 |  | 30 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Communication Management  Full-time studies, master degree | SEMESTER | | | | TOTAL |
| I | II | III | IV |  |
| Number of ETCS | 30 | 30 lub 35 | 30 | 30 | 120 lub 125 |
| Total number of hours for the  programme | 259 lub 289 | 210 lub 240 | 225 | 150 | 844 lub 904 |

Mandatory Training on Health and Safety and Fire Protection carried out in 1st semester as an e-learning course, credits settlement in 1st semester (rules of conducting classes are regulated in separate regulations)

It is possible to change the list of elective subjects. The list is adopted by the Institute Council for the academic year.

In accordance with the principles established in relevant legislation, the classes may be conducted using methods and techniques of remote learning

**KEY**

**Forms of classes:**

L - lecture

C - class

S - seminar

La – language classes