

Dear Students,

Below you can find information about **enrollment in an optional subjects** for the **second year of the Communication Management**

Master's program:

Registration is online and takes place through individual USOS accounts

<https://usosweb.uni.wroc.pl> (registration will be active on the day the system is opened).

Please check the enrollment access for optional subjects on your individual USOS accounts.

Please report any problems by sending an e-mail to the following address: rejestracja.dkskw@gmail.com

Please provide: name, major (Communication Management) and student ID number!

Date of verification: 13/02/2024 (from 10:00 a.m.) - 14/02/2024 (to 11:59 p.m.)

Date of enrollment: 15/02/2024 (from 10 a.m.) - 16/02/2024 (to 11:59 p.m.)

You have to choose **one** subject from GROUP A and **one** from GROUP B.

Please, remember, the places in groups are limited, so first come, first served!

Optional subjects to choose (20 people in a group):

GROUP A	
CAMPAIGN PLANNING	ANALYSIS OF ADVERTISING AND VISUAL TEXTS
Mgr Patrycja Bilińska 21-DKS-CM-S2-E4-CP	Prof. Dariusz Galasiński 21-DKS-CM-S2-E4-AVT

CAMPAIGN PLANNING

During the classes, students will get to know the most crucial parts of the campaign planning process. We will dig deeper into the importance of making a strategy, analyzing target groups, setting campaign goals, organizing activities, and planning a budget. Having that knowledge, we will review different kinds of campaigns in terms of effectiveness, content creation, and the theory of change. In the practical part of classes, I will present creative ways of planning a campaign, with the main focus on digital tools.

Students will also learn about the value of research in communication processes, with particular emphasis on market information, competitive analysis, and campaign

reception. A few of the meetings will be devoted to learning how to evaluate the effectiveness of the activities, and their impact on the individual, society, and the whole market.

ANALYSIS OF ADVERTISING AND VISUAL TEXTS

The course presents two approaches to analysing texts, linguistic and visual. Critical discourse analysis is the approach for the analysis of language-based texts, for the analysis of images, we shall be discussing the approach of social semiotics. Both perspectives have the same theoretical foundation, providing a uniform analytic frame in the analysis of mono- and multimodal texts. The course will offer students a deeper understanding of the workings of linguistic and visual representations. The analytic frame is used as an intellectual basis for communication professionals.

GROUP B	
CSR	MANAGEMENT OF INTERNATIONAL TEAMS
Mgr Bohdan Pawłowicz 21-DKS-CM-S2-E4-CSR	Dr Aleksandra Matyja 21-DKS-CM-S2-E4-MoIT

CSR



The aim of the course is to show the role and importance of CSR - Corporate Social Responsibility in contemporary marketing and the opportunities that create CSR in the context of building competitive advantage. During the course students learn the origin of CSR activities, the main principles of constructing these activities as well as the variety of forms in which Corporate Social Responsibility can manifest itself.

Main topics:

- The world of the global economy and the power of modern corporations - as the background of raising of "modern charity" - CSR.
- Definition of CSR and sustainable development.
- The raise of CSR in the world and first CSR activities.

- Changes in consciousness in Poland as a basis for the formation of CSR. First activities in the field of Corporate Social Responsibility in Poland.
- Mission, vision, values - definitions and meaning in the context of building CSR activities.
- Key players in the game - stakeholder maps;
- The importance of participation in building CSR activities.
- Forms of developing different CSR activities.
- The general algorithm for building CSR activities - golden rules.
- Overview of individual standards and standards, with particular reference to ISO 26000.
- Variety of CSR activities - from social campaigns to volunteer work. An overview of case studies of brand CSR activities.

Learning effects:

After the course the student should be able to develop a basic CSR campaign - indicate the most important benefits created by CSR activities as well to choose the best areas in the company to develop these activities and to use the best communication channels to maximise CSR campaign communication effects

MANAGEMENT OF INTERNATIONAL TEAMS

The "Management of International Teams" course is designed for those who are looking to expand their understanding of how cultural differences influence teamwork. Participants will engage interactively and practically with topics such as management styles across cultures, conflict resolution in international teams, leading global virtual teams, and diversity management.