

## STUDY PROGRAMME

**Field of study:** Communication Management  
**Level of studies:** Second degree cycle  
**Learning profile:** General academic profile  
**Faculty:** The Faculty of Letters

**Year I**

**Semester: first**

Item	Course/module	E/ O*	Form					Number of hours	Assess ment method	ECTS credits	Related discipline
			L	C	S	K	La				
1.	Branding	O		18				18	G/C	4	Communication and Media Studies
2.	Theories of Communication	O	18					18	E	5	Communication and Media Studies
3.	Internet Communication	O		18				18	G/C	4	Communication and Media Studies
4.	Academic Writing	O		18				18	G/C	3	Communication and Media Studies
5.	History and Theories of Design	O		18				18	G/C	4	Communication and Media Studies
6.	Intercultural and International Communication	O		18				18	G/C	4	Communication and Media Studies
7.	Startup Development	O		9				9	G/C	2	Communication and Media Studies
8.	Polish Language*	O					30*	30*	C	0	Communication and Media Studies
9.	Health and Safety/BHP (e-learning)	O		4				4	C	0	Communication and Media Studies
	TOTAL:		18	103			30*	121 or 151		26	

\*Foreign students are required to complete the Polish language course. Polish students take a foreign language course other than English from the offer of the Foreign Language Center at the level they will qualify for during the placement test

**Semester: second**

Item	Course/module	E/ O*	Form					Number of hours	Assess ment method	ECTS credits	Related discipline
			L	C	S	K	La				
1.	Lifestyles and Consumer Insights	O		18				18	G/C	4	Communication and Media Studies
2.	Teamwork and Team Management	O		18				18	G/C	4	Communication and Media Studies
3.	Graphics Fundamentals	O		18				18	G/C	4	Communication and Media Studies
4.	Brand Identity and Personality	O		18				18	G/C	5	Communication and Media Studies
5.	Empirical Research in Communication	O		18				18	G/C	5	Communication and Media Studies
6.	User Experience Design	O		18				18	G/C	4	Communication and Media Studies
7.	Master Seminar	O			18			18	G/C	4	Communication and Media Studies
8.	Foreign Language*	O					20*	20*	C	0	Communication and Media Studies
9.	Polish Language*	O					30*	30*	E	5	Communication and Media Studies
	TOTAL:			108	18		20 or 50	146 or 176		30 or 35	

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**Year 2****Semester: third**

Item	Course/module	E/ O*	Form					Number of hours	Assess ment method	ECTS credits	Related discipline
			L	C	S	K	La				
1.	Trends and Innovations in Communication	O		18				18	G/C	3	Communication and Media Studies
2.	Media Law and Copyright	O	9					9	E	3	Communication and Media Studies
3.	Media Relations and Media Planning	O		18				18	G/C	3	Communication and Media Studies
4.	Project Management	O		18				18	G/C	2	Communication and Media Studies
5.	Researching and Market Analysis	O		18				18	G/C	3	Communication and Media Studies
6.	Language Pragmatics	O		18				18	G/C	5	Linguistics
7.	Master Seminar	O			18			18	G/C	8	Communication and Media Studies
8.	Foreign Language*						20*	20*	E	4	Communication and Media Studies
9.	Elective subject:			18				18	G/C	3	
	Communication in Business and in Professional Activity	F									Communication and Media Studies
	Nation Branding	F									Communication and Media Studies
	TOTAL		9	108	18		20*	155		34	

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#### Semester: fourth

Item	Course/module	E/ O*	Form					Number of hours	Assess ment method	ECTS credits	Related discipline
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			L	C	S	K	La				
1.	Theory and Practice of Advertising	O		18				18	G/C	4	Communication and Media Studies
2.	Social Media Communication	O		18				18	G/C	4	Linguistics
3.	Analysis of Media Discourse	O		18				18	G/C	5	Communication and Media Studies
4.	Seminar	O			18			18	G/C	14	Communication and Media Studies
5.	Elective subject:			18				18	G/C	3	
	Campaign Planning	F									Communication and Media Studies
	Audiovisual Production	F									Communication and Media Studies
	TOATAL:			72	18			90		30	

Communication Management Full-time studies, master degree	SEMESTER				TOTAL
	I	II	III	IV	
Number of ECTS	26	30 or 35	34	30	120 or 125
Total number of hours for the programme	121 or 151	146 or 176	155	90	512 or 572

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

**Assessment methods:**

E – exam  
G/C- graded credit  
C - credit