

Enrollment for facultative classes for the second year of MA studies Communication Management – studies full-time / winter semester 2021/2022
Students choose optional subjects and a Specialization Project from the Institute's offer - see below.

Items should be selected according to the blocks into which they are grouped, for example: Item option I - choose one item from block A, Option item II - choose one item from block B.

The number of places in each group is limited, the order of applications decides.

It will not be possible to obtain a credit in an optional subject for which the student will not be enrolled in the system.

Enrollment for optional subjects and a specialization project are in electronic form and take place in via the website: <https://usosweb.uni.wroc.pl>
Registration takes place on September 30th and October 1st this year.

Limit in each group - 22

Registration for facultative subjects will take place from 10.00 on 30/09/2021 until 23.59 on 01/10/2021 by the USOS system

Please check the access to registration on your individual USOS accounts.

Date of verification: 28/09/2021. from 10:00 to 29/09/2021 to 1 p.m.

If the item is not visible, please send an e-mail to the address registracja.dkskw@gmail.com

Please provide: name, specialty and album number.!

<p>COMMUNICATION IN BUSINESS AND IN PROFESSIONAL ACTIVITY Facultative Subject –A</p> <p>Prof. Michał Garcarz</p>	<p>MANAGEMENT OF INTERNATIONAL TEAMS Facultative Subject –A</p> <p>Dr Aleksandra Matyja 21-DKS-CM-S2-E3-Mol</p>
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21-DKS-CM-S2-E3-CiB	
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COMMUNICATION IN BUSINESS AND IN PROFESSIONAL ACTIVITY

To successfully proceed with challenges in any today’s business and/or professional endeavor, one has to find, understand, and learn means and techniques of efficient communication leading to achieving the aimed goals, on the one hand, and, on the other hand, the same ‘one’ has to minimize the threat of derailing communication as such. Today’s social studies, psychology and neurolinguistics still lack accurate instruments which would bring us closer to answering the question: “how to avoid miscommunication” (?), and so, we should pay a greater attention to communication obstacles and barriers, as well as to our personal business communication weaknesses to effectively send our message through to the desired addressee(s).

Professional communication is never individual; this is a group/team activity and in the end it usually takes the binary form: “either” vs. “or”: to cooperate (“to win”) or to confront (“to win not”) with others. This course will cover various professional and business communication issues, such as i.e. team building and maintaining good interpersonal relations, conducting negotiations, finding ways of assessing and motivating people in organization, time management, and business etiquette which are essential for business people to find their way around the communication “jams” in professional activity.

MANAGEMENT OF INTERNATIONAL TEAMS

The course is designed for those who are interested in intercultural communication and its implications for management. It will acquaint the student with some core concepts of intercultural communication, cultural diversity as well as team management. The participants will also have a chance to develop their interpersonal and intercultural skills necessary for working effectively in an intercultural environment. The course is based on interactive activities, readings, individual projects, and group discussions.

<p style="text-align: center;">ADVERTISING PHOTOGRAHY Facultative Subject –B</p> <p style="text-align: center;">Tomasz Woźny 21-DKS-CM-S2-E3-AF</p>	<p style="text-align: center;">MEDIA ANALYSIS - WORKSHOP Facultative Subject - B</p> <p style="text-align: center;">Dr. Paweł Baranowski 21-DKS-CM-S2-E3-MA</p>
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Advertising Photography

The course includes basic photographic skills: setting right exposure level, aperture, shutter speed and ISO, controlling depth of field, light awareness, composition rules. Students will learn how to work with a model using ambient and artificial light (set of lights). We will also talk about the process of production of commercial photoshoot, starting from preproduction, through photoshoot, up to postproduction and retouching. Students will carry out their own photoshoot, using professional equipment and lighting.

Media analysis is a subject dedicated to practical use of the one of leading empirical methods in media studies - content analysis. Method is used in the commercial market, academic research, and can be useful for students preparing their master theses. The course will cover the basics of content analysis theory, basics of statistics, the practice of creating codebooks and further analysis of empirical material, as well as data interpretation. Although there are no preliminary requirements for this course, students should have basic computer literacy. During the course we will be using freeware alternatives to various analytical software (eg. PSPP and jamovi). Due to the practical nature of this course, final grade will depend on the quality of the final project, which should be methodologically correct content analysis of selected phenomenon.

SPECIALIZATION PROJECT 21-DKS-CM-S2-E3-SP

Dr Patrycja Rozbicka

We will create short film forms called Testimonials - statements by our students about life and studies in Wrocław, at the Institute of Journalism and Social Communication. We will cooperate with POLANDER during the implementation of the project.

POLANDER is a newly established organization bringing contemporary stories from Poland and Eastern Europe to international viewers. It uncovers the realities of life in CEE from the perspective of people who came to live here from around the world. POLANDER offers to its viewers a fresh and unbiased experience of Poland and the surrounding region through short video documentaries available online.

Dr Dorota Kokowicz

“Competitive identity of domestic companies”

The specialization project is intended as a continuation of the "Nation branding" course for those students who are interested in deepening this subject.

The final result of this course will be a project consisting in:

1. creating general rules for entrepreneurs from your countries who want to communicate the fact they come from them, and then
2. adapting the communication of a selected company so that it becomes an active player in the process of nation branding in Poland.
- 3.

The first semester will be devoted to discussing the subject of brand personality generally - in theoretical and practical aspects. On the basis of practical examples, problems such as brand values, benefits, RTB, insight, as well as methods of personality testing of selected brands will be discussed.

The second semester will be devoted to carrying out researches related to the image of your country in Poland. The next step will be to create guidelines for those entrepreneurs who want to sell in Poland and communicate their country of origin.