STUDY PROGRAM

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

2. **Table of percentage share of the number of ECTS credits in the total number of ECTS credits for each of the program'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
Social sciences	Communication and Media Studies	100%

3. **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 program	844 or 904

4. 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				
1.	Branding	O		30				30	G/C	4	Communication and Media Studies
2.	Theories of Communication	O	30					30	E	5	Communication and Media Studies
3.	Internet Communication	O		30				30	G/C	4	Communication and Media Studies
4.	Academic writing	O		30				30	G/C	3	Communication and Media Studies
5.	History and Theories of Design	O		30				30	G/C	4	Communication and Media Studies
6.	Intercultural Communication	O		30				30	G/C	4	Communication and Media Studies
7.	Startup Development	O		15				15	G/C	2	Communication and Media Studies
8.	Foreign Language	O					60*	60*	E	4	Communication and Media Studies
9.	Polish Language	O					30*	30*	C	0	Communication and Media Studies
10.	Health and Safety (e-learning)	O		4				4	C	0	Communication and Media Studies
	TOTAL		30	169			60 or 90	259 or 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				
1.	Lifestyles and Consumer Insights	O		30				30	G/C	4	Communication and Media Studies
2.	Teamwork and Teammanagement	O		30				30	G/C	4	Communication and Media Studies
3.	Graphics Fundamentals	O		30				30	G/C	4	Communication and Media Studies
4.	Brand Identity and Personality	O		30				30	G/C	5	Communication and Media Studies
5.	Empirical Research in Communication/	O		30				30	G/C	5	Communication and Media Studies
6.	User Experience Design	O		30				30	G/C	4	Communication and Media Studies
7.	Master Seminar	O			30			30	G/C	4	Communication and Media Studies
8.	Polish Language	O					30*	30*	E	5	Communication and Media Studies
	TOTAL			180	30		30*	210 or 240		30 or 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				
1.	Trends and Innovations in Communication	O		30				30	G/C	3	Communication and Media Studies
2.	Media Law and Copyright	O	15					15	E	3	Communication and Media Studies
3.	Media Relations and Media Planning	O		30				30	G/C	3	Communication and Media Studies
4.	Project Management	O		30				30	G/C	3	Communication and Media Studies
5.	Researching and Market Analysis	O		30				30	G/C	3	Communication and Media Studies
6.	Social Media Communication	O		30				30	G/C	4	Communication and Media Studies
7.	Master Seminar	O			30			30	G/C	8	Communication and Media Studies
8.	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				
1.	Theory and Practice of Advertising	O		30				30	G/C	4	Communication and Media Studies
2.	Language Pragmatics	O		30				30	G/C	5	Linguistics
3.	Analysis of Media Discourse	O		30				30	G/C	4	Communication and Media Studies
4.	Master Seminar	O			30			30	G/C	14	Communication and Media Studies
5.	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 or 35	30	30	120 or 125
Total number of hours for the program	259 or 289	210 or 240	225	150	844 or 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