

COMMUNICATION MANAGEMENT 2025/2026

STUDY PROGRAMME

Field of study: Communication Management

Level of studies: Second degree cycle

Learning profile: General academic profile

Semester: first

Item	Course/module	E/ O*	Form					Number of hours	Assessment method	ECTS credits	
			L	C	S	K	L				
1.	Branding	O		30				30	G/C	4	
2.	Theories of Communication	O	30					30	E	5	
3.	Internet Communication	O		30				30	G/C	4	
4.	Academic writing	O		30				30	G/C	3	
5.	History and Theories of Design	O		30				30	G/C	4	
6.	Intercultural Communication	O		30				30	G/C	4	
7.	Startup Development	O		15				15	G/C	2	
8.	Foreign Language	O					60*	60*	E	4	
9.	Polish Language	O					30*	30*	C	0	
10.	Health and Safety (e-learning)	O		4				4	C	0	
	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	
			L	C	S	K	L				
1.	Lifestyles and Consumer Insights	O		30				30	G/C	4	
2.	Teamwork and Teammanagement	O		30				30	G/C	4	
3.	Graphics Fundamentals	O		30				30	G/C	4	
4.	Brand Identity and Personality	O		30				30	G/C	5	
5.	Empirical Research in Communication/	O		30				30	G/C	5	
6.	User Experience Design	O		30				30	G/C	4	
7.	Master Seminar	O			30			30	G/C	4	
8.	Polish Language	O					30*	30*	E	5	
	TOTAL			180	30		30*	210 or 240		30 or 35	

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Semester: third

Item	Course/module	E/ O*	Form					Number of hours	Assessment method	ECTS credits	
			L	C	S	K	L				
1.	Trends and Innovations in Communication	O		30				30	G/C	3	
2.	Media Law and Copyright	O	15					15	E	3	
3.	Media Relations and Media Planning	O		30				30	G/C	3	
4.	Project Management	O		30				30	G/C	3	
5.	Researching and Market Analysis	O		30				30	G/C	3	
6.	Social Media Communication	O		30				30	G/C	4	
7.	Master Seminar	O			30			30	G/C	8	
8.	Elective subjects:			30				30	G/C	3	
	Communication in Business and in Professional Activity	E									
	AI tools in media communication	E									
	Video games industry in Poland										
	TOTAL		15	180	30			225		30	

Semester: fourth

Item	Course/module	E/ O*	Form					Number of hours	Assessment method	ECTS credits	
			L	C	S	K	L				
1.	Theory and Practice of Advertising	O		30				30	G/C	4	
2.	Language Pragmatics	O		30				30	G/C	5	
3.	Analysis of Media Discourse	O		30				30	G/C	4	
4.	Master Seminar	O			30			30	G/C	14	
5.	Elective subjects:			30				30	G/C	3	
	Campaign Planning	E									
	Audiovisual Production	E									
	Media, society and social change										
	TOTAL			120	30			150		30	