

COMMUNICATION MANAGEMENT 2026/2027

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	La			
1.	Branding	O		18				18	G/C	4
2.	Theories of Communication	O	18					18	E	5
3.	Internet Communication	O		18				18	G/C	4
4.	Academic Writing	O		18				18	G/C	3
5.	History and Theories of Design	O		18				18	G/C	4
6.	Intercultural and International Communication	O		18				18	G/C	4
7.	Startup Development	O		9				9	G/C	2
8.	Polish Language *	O					30*	30*	C	0
9.	Health and Safety/BHP (e-learning)	O		4				4	C	0
	TOTAL:		18	103			30*	121 or 151		26

* 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	La			
1.	Lifestyles and Consumer Insights	O		18				18	G/C	4
2.	Teamwork and Teammanagement	O		18				18	G/C	4
3.	Graphics Fundamentals	O		18				18	G/C	4
4.	Brand Identity and Personality	O		18				18	G/C	5
5.	Empirical Research in Communication	O		18				18	G/C	5
6.	User Experience Design	O		18				18	G/C	4
7.	Master Seminar	O			18			18	G/C	4
8.	Foreign Language *	O					20*	20*	C	0
9.	Polish Language *	O					30*	30*	E	5
	TOTAL:			108	18		20 or 50	146 or 176		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
			L	C	S	K	La				
1.	Trends and Innovations in Communication	O		18				18	G/C	3	
2.	Media Law and Copyright	O	9					9	E	3	
3.	Media Relations and Media Planning	O		18				18	G/C	3	
4.	Project Management	O		18				18	G/C	2	
5.	Researching and Market Analysis	O		18				18	G/C	3	
6.	Social Media Communication	O		18				18	G/C	5	
7.	Master Seminar	O			18			18	G/C	8	
8.	Foreign Language*						20*	20*	E	4	
9.	Elective subject:			18				18	G/C	3	
	Funding for creative projects	F									
	Creative writing	F									
	TOTAL		9	108	18		20*	155		34	

- * 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: fourth

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