The list of courses presented in this document is indicative and provides an overview of the potential course structure within the selected degree programme. The final study programme, including the list of courses and their content, may be subject to modifications depending on the academic year in which the student commences their studies. The university reserves the right to make adjustments to the study programme while maintaining the overall academic objectives and intended learning outcomes of the degree

Content. Learning outcomes for courses.

Item	Course	Content
1.	Branding Branding	Brand theory. Brand architecture. The process of creating a brand from research and marketing studies, through the construction of the company's identity and personality in relation to the lifestyles of brand addressees. Stages of brand creation and communication. The comprehensive nature of the brand.
2.	Theories of Communication Teorie komunikacji	Communication science as a theoretical discipline. Diversity of schools and paradigms. Communication - an attempt at definition. Features of communication. The essence of communication. Sign, meaning, paradigm, syntagma, code. Denotation and connotation. Rhetoric of image. Types of communication distinguished by context: interpersonal communication, characteristics, effectiveness. Types of communication distinguished by context: group communication, communication versus structure in a group. Types of communication distinguished by context: mass communication. Features, disputes around the concept, impact of mass media. Media discourse, role of media in shaping messages.
3.	Internet Communication Komunikacja w Internecie	Basics of Internet communication. History of the Internet. Communication on the Internet. Theories of computer-mediated communication and human relations. Visual images. The communicative possibilities of mobile media: portability, accessibility, localization and multimedia. Critical questions about Big Data: a cultural, technological and scientific phenomenon. Algorithmic brands: a decade of brand experimentation with mobile and social media.
4.	Academic writing Pisanie akademickie	Characteristics of academic style. Using sources - finding and evaluating academic critical texts. Paragraph structure. Writing an introduction, conclusion. Writing a summary, paraphrase. Structure of an academic article. Anti-plagiarism policy. Principles of documenting sources using MLA and APA as examples. Argumentation. Addressing counter-arguments.
5.	History and Theories of Design	Recognizing the essence of design practice. Nomenclature and its changes in the historical process. About the icons of world design. Recognition of the area of design

	Historia i teorie projektowania	practice. The branches of applied art. The meeting point of knowledge, technique and imagination. The interaction of artist and craftsman. Problems (uniqueness, singularity vs. mass production), contemporary trends in applied art: recycling, interdisciplinarity and "escape" towards pure art - afunctionality. The history of the chair from antiquity up to now as an example of the evolution of form in connection with function and changing directions in art. The Great World Exhibition, London 1850. The beginnings of the revival of crafts: the Great World Exhibition in London 1851. Polish aspirations for the revival of crafts: Stanislaw Witkiewicz and Zakopane. Stanislaw Wyspianski - Polish William Morris (interiors and furniture, theater: scenography and costume, stained glass and polychrome, applied graphics: book and magazines). Polish Applied Art Society. Art déco. Paris 1925. Polish specialties: the Polish school of poster design. Polish specialties: the Polish school of illustration. Polish specialties: the Polish school of animation. Lower Silesia - the basin of glass and artistic ceramics. Pre-war tradition and modernity. The case of Franciszka and Stefan Themerson (beginnings of Polish animated film, Gaberbocchus Press). The Institute of Industrial Design - the basis of Polish postwar design.
6.	Intercultural Communication Komunikacja międzykulturowa	Introduction to the theory of intercultural communication: basic definitions and types of communication, international relations and intercultural communication, Poland and its neighbours. Further introduction to basic research approaches of intercultural communication. Verbal, non-verbal communication. Theories of Edward T. Hall, introduction to cultural standards theory, Geert Hofstede's typology of four dimensions. Continuation of Geert Hofstede's research, GLOBE project - critical incidents. Stereotypes - function, types:autostereotype, heterostereotype, introduction to research on collective memory: cultural memory, communicative memory. Polish and German ethnic stereotypes, Poles in the eyes of neighbours, neighbours in the eyes of Poles, Polish and German culture of communication. Analysis of examples: museums and exhibitions in Poland and Germany.
7.	Startup Development Rozwój startupów	Entrepreneurship in the startup perspective. Relevant factors in the startup business environment. Creation of a startup. Creation of a startup team. Discussion of successful startups from different sectors.
8.	Foreign Language Język obcy (inny niż angielski)	The curriculum of the B2+ language course in groups attended by students of one faculty covers the topics related to their field of study. The program content aims at enriching a discipline-specific vocabulary and consolidating and deepening linguistic competence. Therefore, during the conducted classes the tasks focus on listening, speaking, reading, and writing skills.

9.	Polish Language Język polski jako obcy	The program of classes aims at language adaptation in a new place. It is supposed to make students acquire basic communication skills to sustain a conversation in real contexts important for students (e.g. Polish language classes, conversation with the teacher, lecturers, coordinator, situations in public transportation, shops, dormitory, the dean's office/secretariat). Moreover, the program is aimed at helping students master
		the basic rules of language etiquette. The objective is also to form an elementary intercultural competence by introducing Polish sociocultural realities and to induce in learners a sense of subjective usefulness of the Polish language. The course assumes the lexical introduction of grammatical structures important for everyday communication. Teaching methods comply with communicative and task-based approaches.
10.	Lifestyles and Consumer Insights Style życia i zachowania konsumenckie	Lifestyles. Introduction of basic conceptual categories related to lifestyles. Sociological, psychographic and communicative segmentation of society. Lifestyle in advertising. Consumption styles and material culture. Consumption for show. In defense of consumption. Diagnostics of lifestyles. Observation. Interview. Survey. Netnography. Presentation of the results of students' own research.
11.	Theory and Practice of Advertising Teoria i praktyka reklamy	Kotler's concept of marketing - basics, polemic. Advertising as a form of communication. Advertising versus other marketing tools. Definition(s) of advertising. Typologies of advertising. Legal aspects of advertising. Psychological aspects of advertising. Media of advertising. Byron Sharp and the revolution in marketing. Advertising market in Poland and the world. Advertising agencies, creative agencies. Social advertising. Political advertising.
12.	Graphics Fundamen-tals Podstawy grafiki	The language and matter of graphic design. Basic information about the history of type, typeface typology, typographic principles, composition. Use of Google Fonts tool (www.fonts.google.com) and font stores. Typographic Poster. Getting maximum expression out of typography. Black and white design. Color harmony, introduction to color theory. Application of the Adobe Color CC tool. Cross-section of graphic styles in outdoor advertising.

13.	Brand Identity and Personality Tożsamość i osobowość marki	Communication in the media. Discourse analysis - theoretical introduction. Tradition and modernity in brand communication. Corporality and human physiology in media communication. Ways of depicting the human body and crossing taboos in brand communication. Gender and advertising. Ways of depicting femininity and masculinity in the media, gender stereotypes and their transgression, cultural emergencies in the depiction of women and men. Health and illness as a topic of media communication - analysis of communication of brands of the pharmaceutical sector. Healthism, medicalization and psychologization of societies. Age - youth and old age and brand communication. Individualism and collectivism in media communication. Relationships as the basis of brand communication. Travel and tourism in the media. Ecology and environmental protection in brand communication.
14.	Empirical Research in Communication Badania empiryczne w komunikacji	Introduction to empirical research. Types of empirical research: qualitative and quantitative. Desk research. Introduction to quantitative research. Design of quantitative research. Introduction to qualitative research. Design of qualitative research. Stages of empirical research design. Netnographic research. Field research. Mystery shopping. Observations in field research.

15.	User Experience Design Projektowanie doświadczeń użytkownika	Historical outline: composition, analytical design. Introduction to graphic design and Web design. Problems of user experience. Theory and practice of usability. Conceptual phase: methods of creative work. Conceptual phase: sketching, skeletonization. Conceptual phase: prototyping. Web typography: construction and selection of typefaces. Design grid, theory and implementation. Introduction to mobile design.
16.	Master Seminar Seminarium magisterskie	MA thesis preparation.
17.	Trends and Innovations in Communication Trendy i innowacje w komunikacji	Definition of trend. Definition of innovation. Sociological theories of fashion and trend. The influence of the media on social fashions. Innovation as a social phenomenon. The mediatization of fashion. Methods and techniques for studying social trends.

18.	Media Law and Copyright Prawo medialne i prawa autorskie	System of sources of law. Freedom of speech and the right to information in the Constitution of the Republic of Poland and international regulations. Protection of personal rights in the light of international law and the Constitution of the Republic of Poland. Personal rights in the Civil Code and in the Criminal Code. Objectives of protection of intellectual property. Objects of copyright protection. Copyright personal and property rights, transfer, use. Press law - basic concepts. Rights and obligations of journalists. Competition law. The right to authorization. Criminal and civil liability in the media.
19.	Media Relations and Media Planning Media Relations i planowanie mediów	Media strategies used in crisis situations. Organization of the most important forms of media relations. Organization of a press conference. Determination of its main objectives. Time and space - synchronizing the timing of the conference with the specifics of the work of the editorial office, arranging the conference space. Simulations of press conferences. Recordings in the TV studio and analysis of recorded materials. Spin doctors - manipulators or professionals. Media relations as social communication. Media relations as marketing communication. Shaping, through media relations, contacts with the external environment - companies, government and local administration structures and non-governmental organizations. Specificity of media relations activities.
20.	Project Management Zarządzanie projektem	Introduction to the issue of project management. History, traditions, classical and modern concepts of project management. Constructivist-system concept and organization. Project management vs. different types of organizations. Metaphors of organization (organization as: army/machine, system/organization, brain). Project management vs. teamwork and teammanagement. Project time and course forecasting. Project planning and scheduling, task grid (creation, expansion and analysis). Project documentation and performance report. Managing changes and risks in a project - identifying and assessing risks, implementing changes in a project, change management.

21.	Researching and Market Analysis Badania i analiza rynku	Introduction to mapping the market and market environment - ways to understand and visualize the market environment; different ways to structure the market. Market segmentation - traditional and non-traditional perspectives. From generations and groups to tribes and individuals. Introduction to value proposition design - practical exercises. Brand effectiveness analysis. Introduction to brand effectiveness analysis - different ways to measure brand effectiveness; existing methodologies and new concepts. Benchmarking and competitive analysis - how to conduct qualitative brand research. Planning and structuring a qualitative brand effectiveness analysis.

22.	Social Media Communication Komunikacja w mediach społecznościowych	History of the Internet and social media. Ideas and values guiding the World Wide Web. Generation Z - genesis, characteristics. Qualitative analysis of the latest research results of online communities. Social media in a semiotic context. Social media in a sociological context. Ways of applying social media.
23.	Communication in Business and in Professional Activity Komunikacja w biznesie i profesjonalnej aktywności	Language in the communicative social, cultural and civilizational space. Verbal and nonverbal communication. Integrated leadership model. Communication styles in business. Effective listening in the process of team building. Evaluating and communicating evaluations in professional interactions. Barriers to effective communication in business. Management in business. Negotiation styles. Motivation strategies and techniques for reducing and dealing with pressure. Savior-Vivre in professional contacts.
24.	Nation Branding Branding narodowy	The role of national branding and national reputation management. Six channels of communication (S. Anholt). The hexagon of competitive identity. The four channels of national branding (W. Olins). Public diplomacy. The process of national branding in practice. The national brand building program in Poland. Challenges for exports in national branding. Tourism and place branding.
25.	Teamwork and Teammanagement Praca w zespole i zarządzanie zespołem	Group versus team. Stages in the life of a team. Features of an effective team. Necessary conditions needed for the functioning of a task team. Exercises in team building and interpersonal bonding. Team structure, how to cast the roles in an effective team. Strategic planning in a team. Techniques for unleashing creativity. Problem solving in and with the team. Dealing with conflict situations. Negotiating in and with a group. Decision-making process. Competition and cooperation in a team. Group dysfunctional behavior, diagnosis and coping. Leading a team, coaching, mentoring.
26.	Language Pragmat-ics Pragmatyka językowa	Pragmatics as a sub-discipline dealing with speech acts - definitions, areas of pragmatic research. Pragmatics versus semantics and syntactics. Pragmatics as a science of human action through the use of linguistic (and extra-linguistic) means. Classifications of speech acts according to Austin: constatives, performatives, locution, illocution, perlocution. Verbal and non-verbal exponents of the illoquation aspect. The problem of IFIDs. Speech acts according to Searle. Conditions for the effectiveness (fortuity) of a speech act. Types of contexts and their role in communication. Functions of language and speech in the light of speech act theory. Grice's theory of conversational implicatures - the maxims of

		quantity, quality, ratio and manner. Analysis of indirect and metaphorical speech acts, the issue of non-direct communication. Registers of communication according to G. Leech. The purpose of communication - social norms - politeness. The use of politeness maxims as a manifestation of a pragmatic approach to communication. Presuppositions. Pragmatic analysis of selected speech acts related to the practice of journalism, propaganda, PR and advertising - taking into account discourse analysis, the issue of contextual conditions: social, cultural, moral, ethical etc. Conversational analysis methods. Analyzing speech acts in a cultural context - methods and techniques. Practical exercises in cultural analysis of speech acts. Psychological model of communication. Schulz von Thun's "Square". Methods of diagnosis of communication disorders. Ways of interpreting communication noises. Verbal and non-verbal communication (in the confrontational aspect). Reconstruction of prototypical communication situations.
27.	Analysis of Media Discourse Analiza dyskursu medialnego	The concept of discourse (discourse theory, discourse linguistics, discursive worldview). Language, speaking, text, discourse - categories of analysis in communication science. Media, new media, mechanics of media narratives. Convergence of media (social, communicative consequences). Mediatization of the world image. Tabloidization of public discourse. Differentiation of discourse by reference, ideology. Relationship of media and politics. Media and political discourse. Pragmatic, stylistic determinants of scientific discourse. Mediatization of scientific discourse. Methods of analysis of press discourse. Methods of analysis of audiovisual discourse.
28.	Campain Planning Planowanie kampanii	An effective campaign plan. Importance of research in communication processes. Target market and audience profile of campaign content. Choosing the right channels to meet the audience's preferences and achieve the campaign objective. Digital platforms used in measuring the results of communication projects. Performance indicators (KPIs) for monitoring and optimizing campaign effectiveness. Budget planning. Campaign planning and implementation. Campaign promotion.
29.	Audiovisual Production Produkcja audiowizualna	Analysis of market demand for audiovisual productions; contemporary production process based on current technological standards; definition of roles and responsibilities in the audiovisual production process. Production planning based on assigned topics; development of the purpose and scope of the production; role-based communication exercises. Development of production documentation; construction of a production team; site visit and shooting rehearsals; selection of tools and introduction to production techniques. Recording audio-visual material based on the production plan; working with images and sound; dealing with realization problems; editing material.