

## MA in GLOBAL COMMUNICATION CURRICULUM

### First year

L: lecture; S: seminar; Other: MA seminar, workshops, seminars;

E: examination; Z: subject completion.

COURSE	ECTS	FORM OF COMPLETION	First term				Second term			
			HOURS				HOURS			
			L	S	OTHER	SUM	L	S	OTHER	SUM
Theory of Media and Communication	5	E	30	-	-	30	-	-	-	-
International Relations	5	E	15	15	-	30	-	-	-	-
Marketing	5	E	15	15	-	30				
Creative Writing	4	Z	-	-	30	30	-	-	-	-
Intercultural Communication	5	Z	15	15	-	30	-	-	-	-
Introduction to Sociology of Media	4	Z	-	30	-	30	-	-	-	-
Course in Polish	5 (0 <sup>1</sup> /5)	Z / E	-	30	-	30	-	30	-	30
<i>Foreign language for Polish-speaking students</i>	4	E	-	-	-	-	-	60	-	60
Introduction to Public Relations	5	E	-	-	-	-	30	-	-	30
Media Analysis	4	Z	-	-	-	-	-	-	30	30
Interdisciplinary Research Methods	4	Z	-	-	-	-	-	-	30	30
Global Business	5	E					30	-	-	30
MA seminar ( <i>elective from the offer</i> )	3	Z	-	-	-	-	-	-	16	16

<sup>1</sup> In the first semester students don't get any ECTS, as the course is a two-semester-module.



<i>Two from the list below:</i>										
<i>Political Communication</i>	4	Z	-	-	-	-	-	30	-	30
<i>Media and International Conflicts;</i>	4	Z	-	-	-	-	-	30	-	30
<i>Online Communication</i>	4	Z	-	-	-	-	-	-	30	30
Sum	61 (62) 28/33(34)	6 E (3/3) 8 or 9 Z (3 or 4/5)	75	75 or 105	30	180 or 210	60	90 or 120*	106*	256* or 226

436 hours (210/226 or 180/256\*)

Legend: *Optional courses in italics.*

\*Including optional courses, Polish for foreigners (60 hours, 5 ECTS) and foreign languages for Polish speaking students (60 hours and 4 ECTS).



## Second year

L: lecture; S: seminar; Other: MA seminar, workshops, seminars;  
E: examination; Z: subject completion.

COURSE	ECTS	FORM OF COMPLETION	Third term				Fourth term			
			HOURS				HOURS			
			L	S	OTHER	SUM	L	S	OTHER	SUM
Global Media and Communication	5	E	30	-	-	30	-	-	-	-
Public Relations Training	5	Z	-	-	30	30	-	-	-	-
Ethics of Communication	5	E	15	15	-	30	-	-	-	-
Media Law and Human Rights	4	Z	-	30	-	30	-	-	-	-
MA Seminar	6/20	Z	-	-	30	30	-	-	30	30
<i>And two from the list below:</i>										
<i>Migration as a Global Issue</i>	4	Z	-	30	-	30	-	-	-	-
<i>Communication for Development</i>	4	Z	15	15	-	30	-	-	-	-
<i>Public and Cultural Diplomacy</i>	4	Z	-	-	30	30	-	-	-	-
<i>Cold War and Process of Transformation in Central-Eastern Europe</i>	4	Z	-	30	-	30	-	-	-	-
<i>And two from the list below:</i>										
<i>Branding Smart Cities</i>	4	Z	-	-	-	-	-	30	-	30
<i>Diplomatic Protokół</i>	4	Z	-	-	-	-	-	30	-	30
<i>The Art of Negotiation</i>	4	Z	-	-	-	-	-	-	30	30
<i>Online Communication</i>	4	Z	-	-	-	-	-	-	30	30
Sum	61 (33/28)	2 E (2/0)	60*	120*	90*	210		60*	90*	90



		8 Z (5/3)								
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*Legend: Optional courses in italics.\* Including optional courses.*

300 hours (210/90) 61 ECTS (33/28)

First and second year in sum: 736 hours, 122 (or 123) ECTS





**Unia Europejska**  
Europejski Fundusz Społeczny



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