

TEACHING PROGRAM FOR: Image Communication (advertising, public relations, branding)

SPECIALIZATION: Communication Management

TYPE OF STUDIES: Intramural

LEVEL OF STUDIES: Postgraduate (master)

YEAR OF STARTING PROGRAM: 2022/2023

Communication Management studies offer a comprehensive approach to external and internal communication of brands, organizations and their image, by means of existing communication systems. Graduates of the program will have acquired theoretical knowledge and practical competences in the areas of specific aspects of communication of organizations and their external and internal image (advertising, public relations, branding). They will also have acquired detailed knowledge about the range of work and competences of different units of organizations and companies from the creative industry. The educational goal of the program is to build competences connected with designing (also graphic), perceived as an important element of organizational and brand image.

The core characteristic of Communication Management studies is the focus on building a wide range of competences in the area of communication, economy, marketing and market processes, as well as knowledge about the media in the graduates. In the near future the highly changeable market and media environment will result in a strong need to be oriented on innovativeness and creativity of communication, as well as goal based management. Therefore, these competences will allow the graduates to build a strong position in the labor market and constantly adapt to its needs. The educational goal of the Communication Management studies is to teach the students techniques and methods of appropriate, effective and efficient communication and managing companies, organizations and institutions. The graduates will also have acquired the skill of diagnosing disturbances in communication, as well as anticipating crises and managing them.

Communication Management graduates can work in the following professional areas:

1. Cooperation with external customers: counseling, communication management, training (freelancer), opening their own business (advertising, public relations and/or branding agency).
2. Working in a marketing, PR or communication management department in a company or institution
3. Working in enterprises, companies or organizations, managing the customer relations process.
4. Managing communication in a multicultural organization.
5. Designing internal and external communication; designing and implementing visual communication systems.
6. Branding and brand management.
7. Creative industries in a broad sense (advertising and interactive agencies, social media, PR agencies, media houses, production studios, etc.)

The graduate will be prepared to hold the following functions:

- Communication advisor for enterprises and commercial organizations;
- Image building advisor for public people (politicians, show-business people);
- Image building advisor for organizations and institutions;
- Public Relations or image building department employee in various organizations;
- Image building and efficient communication coach;
- Designer;
- Employee in a film or advertising producing group;

- Interactive agency employee;
- Developer in a company dealing with computer games and/or software;
- Self-presentation and negotiations advisor;
- The graduate of this specialization will also be prepared to start their own company in industries like public relations, advertising, branding, media relations and image building.

The graduates of this program will have an extensive knowledge on social communication, fundamentals of economy and consumer behaviors, as well as vast project competences comprising the general area of image building and management in reference groups.

There will be a special emphasis on building communication competences, teamwork and negotiating skills, as well as techniques of effective and efficient communication. Practical skills connected with graphic designing in traditional and new media will also be a very important element of the teaching program.

CRITERIA FOR GRADUATION WITH A MASTER DEGREE OF A GIVEN PROGRAM / MAJOR

Positive assessment of the master exam and defense of a project appropriate to the core content of studies and completed beforehand

OTHER REQUIREMENTS

Examination in a foreign language, level B2+ of the Common European Framework of Reference for Languages.

OBLIGATORY SUBJECTS

No.	Subject name	No of hours	ECTS	Notes
1.	Public Relations	30	3	
2.	Branding	30	4	
3.	Advertising	30	5	
4.	Intercultural Communication	30	3	
5.	Design	30	3	
6.	Basics of Designing	30	3	
7.	Brand Identity and Personality	30	6	
8.	Theories of Communication	15	3	
9.	Academic writing	30	3	
10.	Empirical Research	30	5	
11.	Foreign Language	60	4	
12.	Polish Language	60	5	
13.	Lifestyle and Consumer Insights	30	5	
14.	Internet Communication	30	3	
15.	Graphics Fundamentals	30	3	
16.	Trends and Innovations	30	3	
17.	Teamwork and Team Management	30	3	
18.	Media Relations and	30	4	

	Media Planning			
19.	Specialization Project	30	8	
20.	User Experience Design	30	2	
21.	Project Management	30	2	
22.	Researching And Market Analysis	30	3	
23.	Master Seminar	90	28	
24.	Copyright	15	6	
25.	Entrepreneurial Skills: Work, Business, Career	15	1	

OPTIONAL SUBJECTS

No	Code	Subject name	No of hours	ECTS	Notes
1		Self-Presentation Methods	30	2	
2		TV Camera and Microphone Workshop	30	2	
3		Brand Strategy	30	2	
4		Layouts	30	2	
5		Webdesign	30	2	
6		Vector and Raster Graphics	30	2	
7		Personal and Advertising Photography	30	2	
8		Animation and Special Effects	30	2	
9		Integrated Design	30	2	
10		Experience Design	30	2	
11		Employer Branding	30	2	
12		Content Management	30	2	
13		Brand Communication	30	2	
14		Information Design	30	2	

PLAN OF STUDIES FOR: Image Communication (advertising, public relations, branding)
MAJOR: Communication Management

Semester 1

No	Subject name	O/F*	Type of classes**	No of hours	ECTS	Completion
1	Public Relations	O	Practicals	30	3	Graded credit
2	Branding	O	Practicals	30	4	Graded credit
3	Internet Communication	O	Practicals	30	3	Graded credit
4	Intercultural Communication	O	Workshop	30	4	Graded credit
5	Design	O	Lecture	30	3	Exam
6	Basics of Designing	O	Practicals	30	3	Graded credit
7	Theories of Communication	O	Lecture	15	3	Exam
8	Academic writing	O	Practicals	30	3	Graded credit
9	Foreign Language*	O	Lektorat	60	4	Exam
	Polish Language*	F	Lektorat	60	5	Exam
Total				285	30 lub 31	-----

* Foreign students are required to complete the Polish language course. Polish students take a foreign language course other than English from the offer of the Foreign Language Center at the level they will qualify for during the placement test
 Studenci obcokrajowcy mają obowiązek zrealizowania kursu języka polskiego. Studenci będący Polakami realizują lektorat inny niż język angielski z oferty Studium Praktycznej Nauki Języków Obcych na poziomie, na jaki zakwalifikują się podczas testu poziomującego.

Semester 2

No	Subject name	O/F*	Type of classes**	No of hours	ECTS	Completion
1.	Lifestyles and Consumer Insights	O	Practicals	30	5	Graded credit
2.	Advertising	O	Practicals	30	5	Graded credit
3.	Graphics Fundamentals	O	Practicals	30	3	Graded credit
4.	Brand Identity and Personality	O	Practicals	30	6	Graded credit
5.	Empirical Research	O	Practicals	30	5	Graded credit
6.	Facultative Subject 1	F	Practicals	30	2	Graded credit
7.	Master seminar	O	Seminar	30	3	Graded credit
8.	Entrepreneurial Skills: Work, Business, Career	O	Conversation	15	1	Graded credit
Total				225	30	-----

YEAR 2

Semester 3

No	Subject name	O/F*	Type of classes**	No of hours	ECTS	Completion
1	Trends and Innovations	O	Workshop	30	3	Graded credit
2	Teamwork and Team Management	O	Workshop	30	3	Graded credit
3	Media Relations and Media Planning	O	Practicals	30	4	Graded credit
4	Specialization Project	O	Workshop	15	2	Graded credit
5	User Experience Design	O	Workshop	30	2	Graded credit
6	Project Management	O	Workshop	30	2	Graded credit
7	Researching and Market Analysis	O	Practicals	30	3	Graded credit
8	Master Seminar	O	Seminar	30	9	Graded credit
9	Facultative Subject 2	F	Practicals	30	2	Graded credit
Total				255	30	-----

Semester 4

No	Subject name	O/F*	Type of classes**	No of hours	ECTS	Completion
1	Specialization Project	O	Workshop	15	6	Graded credit
2	Master Seminar	O	Seminar	30	14	Graded credit
3	Copyright		Lecture	15	6	Exam
4	Facultative Subject 3	F	Practicals	30	2	Graded credit
5	Facultative Subject 4	F	Practicals	30	2	Graded credit
Total				120	30	-----

* O - obligatory

F – facultative

** lecture/practicals/conversation/laboratory/seminar/other