Study plan
Media, Visual and Social Communication
Academic year 2024/2025

	Code	Subject								Year 1, Semester 1								Semester 2							
			Total	lecture	classes	seminar	foreign language	PE	internship	lecture	classes	seminar	foreign language	PE	internship	ECTS	form of credit	lecture	classes	seminar	foreign language	PE	internship	ECTS	form of credit
		Subsidiary subjects																							
1	O1	Foreign language*	120				120						30			2	GC				30			2	GC
2	O2	Physical Education	60					60						30		0	GC					30		0	GC
3	O3	Information Technology	15		15						15					1	GC								
4	O4	Philosophy	15	15																					
5	O5	Law and Copyright and Intellectual Property	20	20																					
6	O6	Adaptation: Theory and Practice / Polish Studies*	30	30																					
7	O7/O8	International Relations since 1945 / Political Communication Strategies*	30	30																					
		Primary subjects																							
8	P1	English for Specific Purposes	180		180						60					5	GC		60					5	GC
9	P2	Introduction to Sociolinguistics**	20	20														20						3	C. E
10	P3	Introduction to Social Psychology**	20	20						20						3	C. E								
11	P4	Contemporary Global Culture	20	20						20						2	C. E								
12	P5	21st Century Skills	30		30						30					3	GC								
13	P6	Marketing Communication	30		30						30					3	GC								
14	P7	Project Management in Media and Communication	60		60																				
15	P8	Public Relations	15	15																					
16	P9	Language and Technology	45		45																				
17	P10	Language Culture	15		15																				
18	P11	Academic Writing	30		30																				
19	P12/P13	Gender linguistics / Semiotics*	30	30																					
		Major subjects																							
20	K1	Control of Communication, Censorship, Patronage and Propaganda in Literature and Cultur	20	20						20						1	C								
21	K2	Social Media Communication	30		30														30					3	GC
22	K3	Methods of Media Research	15	15														15						1	C
23	K4	Language of Advertising	30		30														30					2	GC
24	K5	Contemporary Media & Social Media Ethics	15	15														15						1	C
25	K6	History and Influence of Modern Art.	20	20																					
26	K7	Design Principles	30		30						30					4	C. E								
27	K8	Creativity Workshop	10		10						10					2	GC								
28	K9	Design Research and Design Thinking	30		30														30					3	GC
28	K10	Branding and Visual Identity	30		30														30					3	GC
30	K11	Digital Workshop	90		90														30					2	GC
31	K12	Visual Content Creation	60		60																				
32	K13	Typography and Layout Design	45		45																				
33	K14	Audiovisual Forms of Communication	45		45																				
34	K15	Communication Theory	30	30						30						4	C. E								
35	K16	Persuasive Communication and Rhetoric	30	30																					
36	K17	Verbal and Nonverbal Communication	60		60																				
37	K18	Intercultural Communication	45		45																				
38	K19	Public Speaking	30		30																				
39	K20	Research and Presentation Skills	30		30														30					5	GC
40	K21	Personal Branding	30		30																				
		Elective subjects																							
41	KW1	Seminar*	75			75																			
42	KW2	Capstone Project*	75			75																			
43	KW3	Media Workshop (Press, TV, Radio, Social media)*	60		60																				
44	KW4/KW5	Photography / UI/UX Design*	30		30																				
45	KW6/KW7	Creative writing / Stylistics*	30		30																				
46	KW8/KW9	Argumentative writing / Online research methodology*	30		30																				
		Other:																							
47	PC	Internship	90						90																
		Total:	1900	330	1150	150	120	60	90	90	175	0	30	30	0	30		50	240	0	30	30	0	30	

	Code	Year 2, Semester 3								Semester 4							
		lecture	classes	seminar	foreign language	PE	internship	ECTS	form of credit	lecture	classes	seminar	foreign language	PE	internship	ECTS	form of credit
1	O1				30			2	GC				30			2	GC. E
2	O2																
3	O3																
4	O4																
5	O5																
6	O6																
7	O7/O8																
8	P1		60					6	GC. E								
9	P2																
10	P3																
11	P4																
12	P5																
13	P6																
14	P7																
15	P8																
16	P9										45					3	GC
17	P10																
18	P11										30					2	GC
19	P12/P13																
20	K1																
21	K2																
22	K3																
23	K4																
24	K5																
25	K6	20						1	C								
26	K7																
27	K8																
28	K9																
28	K10																
30	K11		30					2	GC		30					2	GC
31	K12		30					3	GC		30					3	GC
32	K13		45					3	GC								
33	K14										45					4	GC
34	K15																
35	K16	30						3	C. E								
36	K17		30					2	GC		30					4	GC. E
37	K18		15					1	GC		30					4	GC. E
38	K19		30					4	GC								
39	K20																
40	K21		30					3	GC								
41	KW1											15				3	C
42	KW2											15				3	C
43	KW3																
44	KW4/KW5																
45	KW6/KW7																
46	KW8/KW9																
47	PC																
	Total:	50	270	0	30	0	0	30		0	240	30	30	0	0	30	

	Code	Year 3, Semester 5								Semester 6								
		lecture	classes	seminar	foreign language	PE	internship	ECTS	form of credit	lecture	classes	seminar	foreign language	PE	internship	ECTS	form of credit	number of ECTS
1	O1																	8
2	O2																	0
3	O3																	1
4	O4									15						1	C	1
5	O5									20						1	C	1
6	O6									30						2	C	2
7	O7/O8	30						2	C									2
8	P1																	16
9	P2																	3
10	P3																	3
11	P4																	2
12	P5																	3
13	P6																	3
14	P7		30					3	GC		30					3	GC	6
15	P8									15						2	GC	2
16	P9																	3
17	P10		15					1	GC									1
18	P11																	2
19	P12/P13									30						2	C	2
20	K1																	1
21	K2																	3
22	K3																	1
23	K4																	2
24	K5																	1
25	K6																	1
26	K7																	4
27	K8																	2
28	K9																	3
28	K10																	3
30	K11																	6
31	K12																	6
32	K13																	3
33	K14																	4
34	K15																	4
35	K16																	3
36	K17																	6
37	K18																	5
38	K19																	4
39	K20																	5
40	K21																	3
41	KW1			30				5	C			30				6	C. E	14
42	KW2			30				5	C			30				6	C. E	14
43	KW3										60					8	GC	8
44	KW4/KW5		30					3	GC									3
45	KW6/KW7		30					3	GC									3
46	KW8/KW9		30					3	GC									3
47	PC						90	4	GC									4
	Total:	30	135	60	0	0	90	29		110	0	60	0	0	0	31		180

Students are required to take 4 hours of health and safety training and e-learning library training.

*elective subjects
** e-learning

C - credit
GC - graded credit
E - exam