

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027 ACADEMIC YEAR 2025/2026 AND 2026/2027

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Capstone Project
Course/Module code *	KW2
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelor's degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 2: semester 4; Year 3: semesters 5 and 6
Course type	elective major
Language of instruction	English
Coordinator	dr Krystyna Gielarek-Gorczyca
Course instructor	dr Krystyna Gielarek-Gorczyca dr Magdalena Trinder dr Ondrej Revický mgr Mikołaj Garlak

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	ECTS credits
4				15				3
5				30				5
6				30				6

1.2. Course delivery methods

- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)

Semester IV: pass without a grade

Semester V: pass without a grade

Semester VI: pass without a grade, exam

2. PREREQUISITES

Semester IV: None
Semester V: Positive grade from the former semester.
Semester VI: Positive grade from the former semester.

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O ₁	To enhance students' understanding of various communication theories, their significance, and their impact on society. To introduce students to the potential of an interdisciplinary approach that integrates knowledge from media, communication, art, psychology, and other scientific fields.
O ₂	To acquaint students with the norms and legal regulations governing the protection of intellectual property and copyright in the context of media content production and distribution.
O ₃	To cultivate skills in crafting media campaigns, encompassing goal identification, audience targeting, communication strategies, and socio-economic impact analysis.
O ₄	To refine workshop-acquired skills for realizing personal media concepts and projects, employing effective techniques that foster continuous development through independent work and experimentation.
O ₅	To deepen the capacity for actively seeking information on the latest trends and phenomena in social media, as well as for engaging in consultations with communication experts and critically analysing their perspectives.
O ₆	To motivate students to participate in open social dialogue concerning pertinent social issues by devising social campaigns across diverse communication channels, fostering community engagement and discussion.

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	Students will demonstrate proficiency in applying diverse communication theories to comprehend their significance and societal impact. They will showcase their capacity to synthesize knowledge from multiple academic domains, such as media, communication, art, and psychology, employing an interdisciplinary approach.	K_W02 K_W05

LO_02	Students will possess an understanding of the norms and legal frameworks governing intellectual property protection and copyright in the realm of media content production and distribution.	K_Wo7
LO_03	Students will develop the skills necessary for crafting media campaigns, encompassing goal setting, audience segmentation, communication strategies, and socio-economic impact assessment.	K_Wo8
LO_04	Students will refine their workshop-derived abilities in implementing their own media concepts and projects, utilizing various techniques to foster continuous growth through independent exploration and experimentation.	K_U10
LO_05	Students will cultivate the capability to actively pursue information on emerging trends and phenomena in social media, alongside the competency to critically analyse the perspectives of communication experts.	K_Ko2
LO_06	Students will engage proactively in open discourse on pertinent social issues by devising social campaigns across diverse communication channels, fostering community involvement and stimulating discussion.	K_Ko3

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
As part of the course, students will prepare to complete independent social media campaign projects on any topic of their choice.
Semester IV:

Planning and preparation (defining goals and indicators of success, analysing the target audience, choosing social media platforms, creating content strategy, preparing materials).

Semester V:

Campaign implementation (publishing content, monitoring and managing the campaign, encouraging community involvement)

Semester VI:

Evaluation and analysis (analysis of results, conclusions, summary report).

3.4. Methods of Instruction

- Project work (implementation project)
- Group work (problem solving, case study, discussion)
- Didactic games

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO-01	OBSERVATION DURING CLASS, PROJECT, EXAM	SEMINAR
LO-02	OBSERVATION DURING CLASS, PROJECT, EXAM	SEMINAR
LO-03	OBSERVATION DURING CLASS, PROJECT, EXAM	SEMINAR
LO-04	OBSERVATION DURING CLASS, PROJECT, EXAM	SEMINAR
LO-05	OBSERVATION DURING CLASS, PROJECT, EXAM	SEMINAR
LO-06	OBSERVATION DURING CLASS, PROJECT, EXAM	SEMINAR

4.2 Course assessment criteria

To pass the course, students must complete individual tasks, the scope of which varies each semester:

Semester 4 – Planning and preparing their own social media campaign, including elements specified in the program content;

Semester 5 – Implementing and managing their own social media campaign;

Semester 6 – Summarizing the campaign in the form of a report (analysis of results, conclusions).

The course ends with an exam during which students present a summary of their project and its results. Each project is individually evaluated by the course instructor based on the project criteria specified for each semester (organization, clarity, professionalism, and creativity).

5. Total student workload needed to achieve the intended learning outcomes

– number of hours and ECTS credits

Activity	Number of hours
Course hours	75
Other contact hours involving the teacher (consultation hours, examinations)	15
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	260
Total number of hours	350
Total number of ECTS credits	14

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

<p>Compulsory literature:</p> <p>Airey, David. 2019. <i>Identity Designed: The Definitive Guide to Visual Branding</i>. Rockport</p> <p>Arens W., Schaefer, D., Weigold, M., <i>Essentials of contemporary advertising</i>, Boston 2009.</p> <p>Arnheim R., <i>Art and Visual Perception, Second Edition: A psychology of the Creative Eye</i>, 2004</p> <p>Bergström B., <i>Essentials of Visual Communication</i>, 2008</p> <p>Carson, Mel. 2016. <i>Introduction to Personal Branding: Ten Steps towards a New Professional You</i>. CreateSpace</p> <p>Cook G., <i>The discourse of advertising</i>, London 1996.</p> <p>Cottrell, Stella. 2019. <i>The Study Skills Handbook</i>. Bloomsbury Academic</p> <p>Deckers, Eric., & Lacy, Kyle. 2018. <i>Branding Yourself: How to use Social Media to Invent or Reinvent Yourself</i>. Pearson</p> <p>Frutiger A., <i>Sign and symbols. Their design and meaning</i>, 1989</p> <p>Goddard A., <i>The language of advertising: written texts</i>, London 2002.</p> <p>Goodwin, Ray. 2023. <i>Building an Effective Online Presence: Maximize Your Reach and Grow Your Brand</i>. Independent</p> <p>Hermeren L., <i>English for sale: a study of the language of advertising</i>, Lund, Sweden 1999.</p> <p>Keller T., <i>Television news: the heart and how-to of video storytelling</i>, Routledge, 2019.</p> <p>Lockwood T. (ed.), <i>Design thinking. Integrating Innovation, Customer Experience, and Brand Value</i>, 2009</p>
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McQuarrie E. F., Phillips B. J., *Go figure! New directions in advertising rhetoric*, New York 2008.

Muratovski G., *Research for Designers: A guide to Methods and Practice*, 2022

Myers G., *Words in ads*, London 1994.

Ninan J., *Social media for project management*, CRC Press, Boca Raton, Florida 2022.

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Rasmussen Neal D., *Social media for academics: a practical guid*, Chandos Publishing, Oxford 2012.

Turow J., *Media today: mass communication in a converging world*, Routledge, London 2023.

Wulfemeyer, K.T., *Online newswriting*, Blackwell Publishing, Ames 2006.

Van Emden, Joan., & Becker, Lucinda. 2016. *Presentation Skills for Students*. Palgrave

Complementary literature:

Cyrran J., Hesmondhalgh D., *Media and socjety*, Zed Books, London 2019.

Khedher, Manel. 2014. Personal Branding Phenomenon. [in] *International Journal of Information, Business and Management*, 6(2)

Simpson B., *Young people, social media and the law*, Routledge, London 2018

Tungate M., *Adland: A Global History of Advertising*, London 2007.

Vogel R., *Basics of lexicology*, Brno 2012.

Approved by the Head of the Department or an authorised person