# University of Silesia in Katowice

| 1. | Field of study | **Creative management in new media** |
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| 2. | Faculty | Krzysztof Kieślowski Film School |
| 3. | Academic year of entry | 2022/2023 (winter term), 2023/2024 (winter term), 2024/2025 (winter term) |
| 4. | Level of qualifications/degree | second-cycle studies |
| 5. | Degree profile | general academic |
| 6. | Mode of study | full-time |

**Module:** Advertising film

**Module code:** W8-ZN-S2-FR

**1. Number of the ECTS credits:** 3

| 2. Learning outcomes of the module | | | |
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| code | description | learning outcomes of the programme | level of competence (scale 1-5) |
| FR_1 | Student has knowledge of economics, psychology and sociology of work, communication and media in the process of advertising organization, has knowledge about the use of various techniques in the implementation of advertising campaigns. | K_W04 | 4 |
| FR_2 | Student has detailed and structured knowledge in the field of advertising and media history. Knows and understands the basic concepts and principles in the field of copyright and the need to comply with them. | K_W01 | 5 |
| FR_3 | Student has the ability to use various sources of information and advice. Specialist situation of advertising acts in the area of contemporary culture, the use of texts of individual advertisements in activities aimed at building the brand image. | K_U04 | 4 |
| FR_4 | Student has the ability to critically analyze examples of individual advertisements. They have in-depth knowledge of the use of research concepts and paradigms in the field of media science and the ability to integrate knowledge from different areas. | K_U01 | 5 |
| FR_5 | Student develops an awareness of responsibility for jointly implemented tasks related to team work, can set the priorities for the implementation of specific tasks and put them in an outline that they can implement in practice. | K_K03 | 4 |
| FR_6 | Student is aware of the ethical and legal aspects of functioning in virtual reality, in particular in communication between recipients, is able to critically analyze and interpret advertising, properly using concepts and terminology. Has the ability to analyze social phenomena and formulate cause and effect conclusions. | K_K01 | 3 |

| 3. Module description | |
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| Description | The aim of the course is to learn the principles of implementing an advertising message as a form of creative business promotion, as well as the techniques and rules in effective advertising message, as well as the psychological aspects of receiving advertising content by recipients. Although the advertising spot is associated mainly with television, for several years the online advertising market has been developing at a dynamic pace. The vigorization of the advertising market has become a fact. Thus, acquiring the competence of effective communication in the network is very important. Classes will be used to learn the specificity and place of press and audiovisual advertising in contemporary media culture and market, familiarizing with the construction of advertisements as persuasive messages, analyzing the verbal, graphic and audiovisual layers of advertisements. |

| | Creative teams will be established for the implementation of the program. Certainly, combining practical competences based on completed projects and campaigns with thorough knowledge in the area of advertising, it will be possible to create a graphic advertisement without the need to engage professional graphics. Recipients respond best to visual content, that is, graphics and video. That is why it is a duty for marketers to take care of the visual sphere of the message.<br>During the course, students will find out that the strongest effect is the use of the trust of existing customers. A multitude of campaigns and strategies to be created, analyzed and coordinated does not allow duplication of schemes. Classes will be compilations of theoretical knowledge, understanding the mechanisms used in advertising messages, as well as verification of this knowledge through the implementation of practical projects. |
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| Prerequisites | Student has to be open-minded and be interested in multimedia. |

### 4. Assessment of the learning outcomes of the module

| code | type | description | learning outcomes of the module |
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| FR_w_1 | Test | Completion of the course for the assessment: determination of the final grade based on attendance, grade for the group project, evaluation of the practical test and oral answer. | FR_1, FR_2 |
| FR_w_2 | Continuous evaluation | The final grade of the module is a weighted average of the individual methods of verification of learning outcomes. | FR_3, FR_4, FR_5, FR_6 |

### 5. Forms of teaching

| code | form of teaching | | | required hours of student's own work | | assessment of the learning outcomes of the module |
|---|---|---|---|---|---|---|
| | type | description (including teaching methods) | number of hours | description | number of hours | |
| FR_fs_1 | lecture | Lecture, activating methods: situational method, didactic discussion (related to the lecture). | 15 | Analysis of the literature on the subject, analysis of the lecture content, searching for examples in practice, independent implementation of the indicated material batches, including the subject literature. | 30 | FR_w_1 |
| FR_fs_2 | practical classes | Presentation of individual tasks in the form of a presentation. | 15 | Individual preparation for each class, systematization of the material presented during classes, preparation of projects - also group ones.<br>Independent implementation of the material batch indicated in the syllabus and analysis of examples selected by the lecturer, repetition and consolidation of knowledge and skills acquired during the course. | 30 | FR_w_2 |