

1.	Field of study	Creative management in new media
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: Self-presentation in social media

Module code: W8-ZN-S2-TAWMS

1. Number of the ECTS credits: 2

2. Learning outcomes of the module			
code	description	learning outcomes of the programme	level of competence (scale 1-5)
TAWMS_1	Student knows the basic terminology in the field of promotion, has knowledge about the implementation of various techniques in the implementation of advertising campaigns and PR on-line.	K_W03	4
TAWMS_2	Student knows and understands the basic concepts and principles in the field of copyright and the need to manage intellectual property resources (literary and artistic works, symbols, names, graphics and patterns).	K_W04	5
TAWMS_3	Student is able to determine the needs of a career along with the possible choice of further education and professional development, he is able to manage teams by setting goals, choosing methods and tools for their implementation.	K_U04	5
TAWMS_4	Student significantly improves his or her soft skills. He can ask constructive questions, discuss, draw conclusions, has the ability to plan a useful and distinctive website with current and easily accessible content and use in practice various forms of publishing content on the Internet.	K_U03	4
TAWMS_5	Student has the ability to use scientific knowledge to identify and solve problems, as well as formulate conclusions based on empirical observations regarding on-line communication.	K_K04	3
TAWMS_6	Student has the ability to recognize their own needs and learning; ability to work in a team, has the ability to communicate with the economic environment.	K_K02	4

3. Module description

Description	The aim of the course is to present the possibilities of creating your own image in social media and to indicate various aspects of functioning on the Internet. During the course, the student goes through the subsequent stages of laying foundations for identity, collecting digital materials, promoting, optimizing the profile, attracting recipients and effective integration of social media. He gains knowledge on how to shape these skills. The aim of the course is to teach students how to create professional texts and develop their own strategy for the transmission of content on the Internet. When determining information needs and creating prototypes of your profiles. Students will use the Design Thinking method.
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Prerequisites	Student has to have skills in interpersonal communication and building relations with journalists in social media.
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4. Assessment of the learning outcomes of the module

code	type	description	learning outcomes of the module
TAWMS_w_1	Test	Final exam, additional activity during classes, participation in additional activating tasks designated by the tutor.	TAWMS_1, TAWMS_2
TAWMS_w_2	Continuous evaluation	The way of verification of students' own work: activity in classes, control work (e.g. preparation of self-promotion strategies).	TAWMS_3, TAWMS_4, TAWMS_5, TAWMS_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	
TAWMS_fs_1	lecture	Lectures combined with discussion and multimedia presentation. Expository methods: multimedia presentation, explanation, problem methods, conversational lecture, activating methods, case method, didactic discussion, practical methods, project method.	15	Analysis of the literature on the subject, analysis of the lecture content, searching for examples in practice, independent implementation of the indicated material sections, including the subject literature.	15	TAWMS_w_1
TAWMS_fs_2	practical classes	Group activity, cooperation, Design Thinking, group projects, didactic games.	15	Individual preparation for each class, systematization of the material presented during classes, preparation of individual projects.	15	TAWMS_w_2