

1.	Field of study	Journalism and Social Communication
2.	Faculty	Faculty of Social Sciences
3.	Academic year of entry	2025/2026 (winter term)
4.	Level of qualifications/degree	first-cycle studies
5.	Degree profile	general academic
6.	Mode of study	full-time

7.	General information about the module	
Module name		Advertisement
Module code		R
Number of the ECTS credits		4
Language of instruction		Polish
Purpose and description of the content of education		Moduł Reklama dostarcza studentowi wiedzy w tematyce reklamy oraz komunikacji marketingowej, a także umożliwia mu poznanie podstawowych prawidłowości i zasad komunikowania perswazyjnego. W trakcie realizacji modułu zostaną wyjaśnione relacje między rynkiem, reklamą, marketingiem i komunikacją marketingową oraz omówione właściwości podstawowych nośników reklamy. W ramach modułu zwraca się również uwagę na kwestie związane z praktyką działalności reklamowej w poszczególnych segmentach mediów periodycznych, jak i pozostałych nośnikach reklamy.
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	Learning outcomes of the module			
Code	Description	Learning outcomes of the programme		Level of competenc (scale 1-5)
K1	Ma potrzebę samodzielnego i krytycznego uzupełniania posiadanej wiedzy, korzystając z dodatkowych źródeł informacji	K01	4	
		K05	3	
U1	Posiada umiejętność przygotowania projektów na podstawie odpowiednich źródeł i literatury przedmiotu.	U03	4	
		U08	4	
		U12	4	
U2	Potrafi analizować i oceniać przygotowanie oraz realizację kampanii i przekazów reklamowych.	U01	3	
		U02	3	
		U03	3	
		U04	3	
U3	Potrafi projektować proste przekazy reklamowe .	U06	3	
		U09	3	
W1	Zna istotę i rolę reklamy jako środka komunikacji.	W01	4	

		W02	4
		W06	4
W2	Ma uporządkowaną wiedzę na temat procesów i elementów zarządzania reklamą.	W05	3
		W08	3
		W10	3
W3	Wie czym charakteryzują się środki i nośniki reklamy.	W01	3
		W02	3

9. Methods of conducting classes		
Code	Category	Name (description)
a01	Lecture methods / expository methods	Formal lecture/ course-related lecture <i>a systematic course of study involving a synthetic presentation of an academic discipline; its implementation assumes a passive reception of the information provided</i>
a03	Lecture methods / expository methods	Description <i>a description of objects, phenomena, processes or people; it involves specifying the structure and characteristic features of the object, phenomenon, or process being described; it is usually accompanied by a demonstration of the described object or by its models, drawings, tables, charts, etc.; a description may take the form of an explanation, classification, justification or comparison</i>
a05	Lecture methods / expository methods	Explanation/clarification <i>explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course</i>
b01	Problem-solving methods	Problem-based lecture <i>an analysis of a selected scientific or practical problem accompanied by its assessment and an attempt to provide a solution to the issues presented in the lecture as well as the indication of the consequences of the proposed solution</i>
b04	Problem-solving methods	Activating method – discussion / debate <i>an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem</i>
c07	Demonstration methods	Screen presentation <i>a presentation of synthetic image content using computer graphics, e.g., a series of slides or other multimedia forms, usually accompanied by a commentary; typical components of a screen presentation include text organized into bulleted points, charts, images and animations, sometimes sound effects or music; a multimedia illustration of course content presented in the form of a projected image</i>
d02	Programmed learning methods	Working with a programmed textbook <i>working with a textbook containing instructional material covering part of or the entire curriculum of the module as well as a formula for studying the content; includes working with a subject textbook, an atlas, a catalogue, a problem book, etc.</i>
d03	Programmed learning methods	Working with another teaching tool <i>e.g. using websites in any way or according to the rules set by the teacher; or making use of other subject-specific tools</i>
f01	Methods of self-learning	Self-education

		<i>a method which involves independent acquisition of knowledge, skills and social competences, extending their scope and quality; complementary to the learning process taking place in class; taking on the task of developing and adjusting qualifications on one's own; self-study</i>
f02	Methods of self-learning	Individual work with a text <i>searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue</i>

10. Forms of teaching					
Code	Name	Number of hours	Assessment of the learning outcomes of the module	Learning outcomes of the module	Methods of conducting classes
1	lecture	30	exam	K1, U2, W1, W2, W3	a01, a03, a05, b01, c07, f01, f02
2	practical classes	30	course work	K1, U1, U2, U3, W1	a03, a05, b04, c07, d02, d03, f01, f02

11. The student's work, apart from participation in classes, includes in particular:				
Code	Category	Name (description)		Is it part of the BUNA?
a01	Preparation for classes	Search for materials and review activities necessary for class participation <i>reviewing literature, documentation, tools and materials as well as the specifics of the syllabus and the range of activities indicated in it as required for full participation in classes</i>		No
a02	Preparation for classes	Literature reading / analysis of source materials <i>reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class</i>		No
a04	Preparation for classes	Consulting materials complementary to those indicated in the syllabus <i>agreeing on materials complementary to those indicated in the syllabus, supporting the implementation of tasks resulting from or necessary for class participation</i>		Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content <i>reading through the syllabus and getting acquainted with its content</i>		Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes <i>devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.</i>		Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class <i>exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class</i>		No
c03	Preparation for verification of learning outcomes	Implementation of an individual or group assignment necessary for course/phase/ examination completion <i>a set of activities aimed at performing an assigned task, to be executed out of class, as an obligatory phase/element of the verification of the learning outcomes assigned to the course</i>		Yes
e01	Activities complementary to the classes	Undertaking, on one's own initiative and individually, activities aimed at expanding the scope or depth of the teaching content, also beyond the walls of the University <i>a set of activities undertaken independently and on the student's own initiative, aimed at expanding the</i>		Yes

		<i>depth and scope of knowledge and skills, their revision and repetition, retention or verification, also activities carried outside the university, e.g., in a culture promoting or educational institution, a laboratory, in the open air, etc.; also self-education</i>	
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Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: <https://usosweb.us.edu.pl>.