

1.	Field of study	Scientific Information and Library Science
2.	Faculty	Faculty of Humanities
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		Social Media in the Activities of Cultural Institutions
Module code		W1-BN-S1-MSPIK06
Number of the ECTS credits		1
Language of instruction		Polish
Purpose and description of the content of education		In this module, students will acquire knowledge about social media and their use in communication with stakeholders of libraries and other cultural institutions. In addition, they will become familiar with issues related to social media marketing.
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)	
MSPIK06_1	orientuje się w rodzajach mediów społecznościowych, zna charakterystyczne cechy każdego z nich oraz cele, w których mogą być wykorzystywane	K_W05	3	
MSPIK06_2	potrafi posługiwać się różnego typu mediami społecznościowym w kontaktach z interesariuszami bibliotek i innych instytucji kultury	K_U04	2	
MSPIK06_3	potrafi zaproponować dobór odpowiednich mediów w marketingu społecznościowym z uwzględnieniem profilu działalności różnego typu bibliotek i innych instytucji rynku książki	K_K01 K_U03	3 3	
MSPIK06_4	uświadamia sobie ciągły rozwój metod promocji z wykorzystaniem mediów społecznościowych i odczuwa potrzebę ciągłego doszkalanania się	K_U09	3	

9.	Methods of conducting classes		
Code	Category	Name (description)	
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>	

b07	Problem-solving methods	Activating methods: a case study <i>a comprehensive description of a phenomenon connected with the selected discipline; reflecting the reality, presenting the 'what', 'where' and 'how' of the phenomenon, i.e., all of its key aspects to be discussed in class; used as a reproduction, presentation, discussion or diagnosis of factors that shape the phenomenon or interact with it; an in-depth qualitative analysis and evaluation of a selected phenomenon</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>

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
MSPIK06_fs_1	laboratory classes	15	course work	MSPIK06_1, MSPIK06_4, MSPIK06_2, MSPIK06_3	b04, b07, c07

11. The student's work, apart from participation in classes, includes in particular:				
Code	Category	Name (description)		Is it part of the BUNA?
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
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>		No

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>.