

1.	Field of study	Promotional and Crisis Communication
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	practical
6.	Mode of study	full-time

7.	General information about the module	
Module name		Aesthetics: History and fashion theories
Module code		W1-KPIK-S1-EHTM
Number of the ECTS credits		1
Language of instruction		Polish
Purpose and description of the content of education		W ramach modułu studenci i studentki poznają główne problemy badań nad estetycznością mody, związków mody ze sztuką i mediami. Szczegółowo zaznajamiają się z zagadnieniami kulturowej funkcji mody i jej estetycznego znaczenia w takich aspektach jak: reklama, fotografia, nowe media, widowiskowość, ciało, a także innymi zagadnieniami związanymi z modą: projektowaniem wnętrz, wzornictwem, stylem życia.
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)
	EHTM_1	ma wiedzę o naukach humanistycznych i społecznych w zakresie historii i teorii mody	Kpik_W01	3
	EHTM_2	umie samodzielnie zdobywać wiedzę i rozwijać swoje umiejętności w zakresie wykorzystania mody w marketingu i promocji	Kpik_U09	3
	EHTM_3	jest gotów_a do uczestniczenia w życiu społecznym, korzystając z wybranych mediów i różnych form działania, a także do odpowiedzialnego dbania o dziedzictwo kulturowe związane z modą regionu, kraju, Europy	Kpik_K02	3

9.	Methods of conducting classes		
	Code	Category	Name (description)
	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>
	b02	Problem-solving methods	Lecture-discussion <i>transmission of content involving interaction with the lecture audience; discussion of lecture-related issues is one of its elements or constitutes its follow-up</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
EHTM_W	lecture	15	course work	EHTM_1, EHTM_2, EHTM_3	a03, b02

11. The student's work, apart from participation in classes, includes in particular:			
Code	Category	Name (description)	Is it part of the BUNA?
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>	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>	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>.