

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	part-time

7.	General information about the module	
Module name		Social Media in the Activities of Cultural Institutions
Module code		W1-BN-N1-MSPIK06
Number of the ECTS credits		2
Language of instruction		Polish
Purpose and description of the content of education		<p>As part of the module, students will gain knowledge on the functioning of social media as tools for communication, promotion, and building relationships in the environment of cultural institutions. The classes focus on analyzing the role of social media in shaping the image of institutions such as museums, cultural centers, art galleries, theaters, libraries, and local culture centers. The course participants will learn the mechanisms of operation of social platforms, strategies for engaging recipients, and ways of creating content adapted to the specifics of the cultural sector.</p> <p>Particular emphasis will be placed on the socio-cultural context of digital communication, including changes in the ways of participating in culture, the development of participatory culture, and the impact of social media on the democratization of access to cultural goods. Students will also become familiar with social marketing basics, target group analysis, promotional campaign analysis, and effectiveness evaluation.</p> <p>The practical and theoretical module prepares for the conscious, critical, and creative use of social media in the work of cultural institutions, considering their mission, values , and role in society.</p>
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	zna i rozumie różnorodne rodzaje mediów społecznościowych, ich funkcje oraz specyfikę wykorzystania w komunikacji i promocji instytucji kultury, w tym bibliotek, muzeów, teatrów, domów kultury i galerii sztuki	K_W05	3	
MSPIK06_2	potrafi efektywnie wykorzystywać różne platformy społecznościowe do komunikacji z interesariuszami instytucji kultury, dostosowując przekaz do ich specyfiki, misji i grupy docelowej	K_U03	3	
MSPIK06_3	potrafi zaprojektować i uzasadnić dobór odpowiednich narzędzi i strategii marketingu społecznościowego, uwzględniając profil działalności oraz cele komunikacyjne instytucji kultury funkcjonujących w różnych obszarach życia społecznego i kulturalnego	K_U06	5	
MSPIK06_4	ma świadomość dynamicznych zmian w obszarze komunikacji cyfrowej i marketingu społecznościowego oraz rozumie	K_K01	3	

potrzebę stosowania nowych technologii w kontekście kultury i uczestnictwa w niej

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	10	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
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>	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>.