

1. Field of study	Creative management in new media
2. Faculty	Krzysztof Kieślowski Film School
3. Academic year of entry	2020/2021 (winter term), 2021/2022 (winter term)
4. Level of qualifications/degree	second-cycle studies
5. Degree profile	general academic
6. Mode of study	full-time

Module: Copywriting

Module code: 09-ZN-S2-C

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)
C_1	Student has a basic knowledge of the language in the media space, has knowledge about the techniques of creating and implementing advertising campaigns.	K_W01	5
C_2	Student acquires knowledge in the field of economics, psychology and sociology of work, communication and media in the process of effective communication organization.	K_W04	4
C_3	Student has the ability to critically analyze examples of individual advertisements, acquires the ability to use methods of advertising market research in everyday work.	K_U01	5
C_4	Student can create an effective and creative advertising slogan or a TV spot scenario.	K_U03	4
C_5	Student has assertive skills and communication skills.	K_K01	4
C_6	Student has the competence to efficiently shape the positive relationships of the represented organization with the business and social environment, he is aware of the ethical and legal aspects of functioning in virtual reality, in particular in communication between recipients.	K_K04	3

3. Module description

Description	<p>The aim of the course is to present the basic content in the field of text development and preparing it for correct display on the Internet. Another goal of the course is to train the ability to run your own website, familiarize students with the mechanisms to place and disseminate text on the Internet, discuss skills and competences of the webwriter, present the functioning of the text in social media, for example in Facebook, Twitter, Google+.</p> <p>Other issues presented during the classes will be: combining text with graphic and multimedia elements, writing texts for publication and advertising slogans. Classes will be held in project groups, where each person has a different scope of work delegated. As part of the course, texts used in press, radio, television and all other promotional materials, such as leaflets, brochures, catalogs, websites, etc., will be written. Students participate in the whole creation process, starting from determining the graphic content of the announcement or leaflet theme, by creating texts, writing screenplays for</p>
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	advertising films, radio spots, searching for music for commercials, etc.
Prerequisites	Student should know basics of marketing. He should have high imagination and creativity, good interpersonal skills, information searching skills and basics of psychology. He has to be well organized, systematic and fast in typewriting.

4. Assessment of the learning outcomes of the module			
code	type	description	learning outcomes of the module
C_w_1	Test	The way of verification of students' own work: participation in classes (participation in discussion and solving tasks / problems), colloquium, preparation of thematic presentations.	C_1, C_2
C_w_2	Continuous evaluation	The final grade of the module is a weighted average of the individual methods of verification of learning outcomes. The way of verification of students' own work: participation in classes (participation in discussion and solving tasks / problems), case study, project work, presentation.	C_3, C_4, C_5, C_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	
C_fs_1	lecture	Lectures combined with discussion and multimedia presentation.	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	C_w_1
C_fs_2	practical classes	Practical didactic classes conducted due to their specificity in smaller groups, requiring specialist software available only in computer rooms. Practical tasks - activating method - work in small groups.	15	Independent implementation of the material batch indicated in the syllabus and analysis of examples selected by the lecturer, repetition and consolidation of knowledge and skills acquired during the course.	15	C_w_2