

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: Content management in social media

Module code: 09-ZN-S2-ZTWMS

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)
ZTWMS_1	Student has knowledge about the basic processes occurring in content management in social media.	K_W03	5
ZTWMS_2	Student knows the mechanisms and tools to conduct effective management.	K_W04	4
ZTWMS_3	Student defines the goals and scope of social media activities, can use the acquired theoretical knowledge to analyze the processes and phenomena occurring in modern economic processes related to enterprises operating in the virtual space.	K_U03	5
ZTWMS_4	Student is able to prepare a content management model project in the network, is able to choose the appropriate social media to the profile of the company.	K_U02	4
ZTWMS_5	Student is able to manage teams of people, setting goals, choosing methods and tools for their implementation.	K_K01	4
ZTWMS_6	Student has the ability to analyze social phenomena and their impact on management processes.	K_K02	3

3. Module description

Description	<p>The aim of the course is to learn the rules and accepted norms of writing a script, use language, formatting, building scenes, sequences, etc. The ability to select an idea and how to tell it in a formally and substantively correct way is of great importance here. Any audiovisual form, short or long, feature, documentary or animation or in kind; serial, reportage or advertising and social always requires a scenario basis. And as with any of the above-mentioned forms, this scenario may vary and contain details or only general statements. Each audiovisual implementation requires a script preparation. Classes are a combination of theoretical and practical knowledge about the scenario, an example of such a scenario will be shown and discussed on the basis of various forms.</p> <p>The student will have to answer the question, what topic is going to be addressed, who is or will be the recipient of its implementation, how to reach its recipients, whether the chosen topic is worth pursuing and finally whether this material will bring the expected financial results. The student will get acquainted with the screenwriting nomenclature and will be subject to the analysis of films on whether the script was well written according to general rules.</p>
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Prerequisites	Student has to be able to work in digital area of life. He has to be good at planning and work organization.
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4. Assessment of the learning outcomes of the module

code	type	description	learning outcomes of the module
ZTWMS_w_1	Test	The final grade is influenced by: the degree of knowledge acquisition and the acquisition of skills to use it, active participation in the classroom and the implementation of the project. General knowledge about navigating in the Internet and in social media.	ZTWMS_1, ZTWMS_2
ZTWMS_w_2	Continuous evaluation	Classes in a conversational form, and form of problem discussions. The tutor appoints task teams that prepare presentations on specific problems. Next, alternatives to the problem solution are analyzed, the discussion reveals the ability to apply theoretical knowledge for the assessment and selection of the most appropriate solution (resolving the practical problem), after completing the discussion on the topic, the tutor makes a brief summary of the comments of the discussants.	ZTWMS_3, ZTWMS_4, ZTWMS_5, ZTWMS_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	
ZTWMS_fs_1	lecture	Lectures combined with discussion and multimedia presentation. Analysis of the largest social networking sites of the world discussion "for" and "against". Selection by students of one type of social medium and preparation of content management project in social media for credit.	15	Analysis of the literature on the subject, analysis of the lecture content, searching for examples in practice, independent implementation of the indicated material batches, including the subject literature.	15	ZTWMS_w_1
ZTWMS_fs_2	practical classes	Exercise activating method - work in small groups. The project must meet the following elements: selection of the portal and company for analysis, analysis of the use of the portal by the selected company or for a selected company creation of a strategy using social media.	15	Individual preparation for each class, systematization of the material presented during classes, preparation of individual projects.	15	ZTWMS_w_2