

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: Marketing in social media

Module code: 09-ZN-S2-MWMS

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)
MWMS_1	Student knows the principles of planning and implementing marketing and sales campaigns with the use of social media, has in-depth knowledge of the functioning of social media and determinants affecting the economic aspects of company management.	K_W04	5
MWMS_2	Student is able to select and effectively use individual IT tools in solving specific problems that can be encountered in activities related to the area of marketing. He freely moves within the scope of new media studies and is able to use them in various dimensions of social life: he is able to conduct research in this field, develop and present them.	K_W03	4
MWMS_3	Student performs the tasks in a manner ensuring security, is aware of the consequences of using illegal software, and also accepts and applies to the rules prevailing during communication on the network.	K_U02	4
MWMS_4	Student has the ability to use Internet resources in the organization's marketing activities, develops the awareness of responsibility for collaborative tasks related to team work.	K_U03	5
MWMS_5	Student is able to critically analyze information from various sources and formulate independent conclusions based on them.	K_K01	4
MWMS_6	Student has the ability to analyze the processes occurring in the digital environment.	K_K02	3

3. Module description

Description	The aim of the course is to acquaint students with management methods for effective communication, updating and developing the knowledge and skills of students necessary for the effective use of modern technologies, taking into account current economic conditions and competitive environment. Classes will serve to define the process of network communication and outline the most important elements of client-company dialogue and ways to build customer trust and loyalty to the company through the exchange of information. The subject will be implemented in small project groups and will serve the practical assessment of effective communication in a digital environment using the techniques used in network marketing. Students learn about modern techniques of network communication with the indication of communication differences and tools depending on defined target groups. They will acquire competences in creating messages in the area of content marketing, guerrilla marketing, memes and real-time marketing. They learn the tools of
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	communication with the client on the Internet with the specification of: electronic mail (e-mail), discussion groups, direct communication - chat, IRC and ICQ programs, virtual cards with wishes, ways to co-create websites, games and electronic gadgets, video conferences.
Prerequisites	Student has to have knowledge on digital communication. He should be creative and know tools for communication.

4. Assessment of the learning outcomes of the module			
code	type	description	learning outcomes of the module
MWMS_w_1	Test	Oral exam - an open discussion during which individual projects prepared by students are analyzed. After the discussion on a given topic is over, the teacher performs a short summary including the assessment of the speakers' statements and evaluates the projects prepared by the teams appointed by the students.	MWMS_1, MWMS_2
MWMS_w_2	Continuous evaluation	The final grade of the module is a weighted average of the individual methods of verification of learning outcomes.	MWMS_3, MWMS_4, MWMS_5, MWMS_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	
MWMS_fs_1	lecture	Thematic lecture, with comparative elements, common discussion and work of all participants on a given script.	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	MWMS_w_1
MWMS_fs_2	practical classes	Presentation of individual tasks in the form of a media presentation.	15	Individual preparation for each class, systematization of the material presented during classes, preparation of projects - also group ones. Independent implementation of the material section indicated in the syllabus and analysis of examples selected by the lecturer, repetition and consolidation of knowledge and skills acquired during the course.	15	MWMS_w_2