

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: Social media analysis

Module code: 09-ZN-S2-AMS

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)
AMS_1	Student understands the basic concepts and categories related to the analysis and monitoring of social media, has knowledge about research methods within which the monitoring and analysis of social media is used, has knowledge about Polish and foreign analytical tools.	K_W03	5
AMS_2	Student knows the limits of analysis and monitoring of social media, has knowledge of the purpose and scope of market and marketing research, knows the basic tools and methods of description and knows the principles of data collection on the market and marketing activities of the company via the Internet.	K_W04	4
AMS_3	Student is able to use analytical and monitoring tools for social media, is able to design and conduct research using analytical / monitoring tools, is able to choose analytical tools that will help him in measuring and assessing the effects of business communication.	K_U03	4
AMS_4	Student identifies / recognizes a number of measures describing the functioning of the market and marketing activities of business entities, has the ability to assess the market situation of the company and is able to provide an assessment of its marketing activities - is able to draw conclusions, is able to design and conduct Internet surveys, Internet surveys and research on the Internet as a medium.	K_U04	5
AMS_5	Student is able to critically evaluate the presented factual material, has the ability to communicate with the economic environment, can inspire other people to discover new for them the correct functioning of market phenomena.	K_K01	3
AMS_6	Student is able to communicate with other participants of the research project that uses data from analytics / monitoring of social media, is prepared to cooperate with the organization's staff and external staff providing analytical / monitoring services, is able to correctly observe, interpret and explain phenomena in the field of market and marketing research .	K_K02	4

3. Module description

Description	
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	<p>The aim of the course is to learn the basic concepts and categories related to the analysis and monitoring of social media, to acquire the ability to use analytical and monitoring tools for social media, as well as to acquire the skills to independently design and conduct the study using analytical tools. The aim of the course is to provide graduates with practical knowledge and skills in the use of social media in marketing communication, social media monitoring, business data analysis and the potential of social media research in a modern organization. The student will acquire skills related to functioning, interactive media and the internet advertising market and marketing research on the Internet. The student will learn about social media monitoring tools, principles of strategy building in social media, building and analyzing internet communities, use of Internet data for organizational development, monitoring of online resources (informational, journalistic and social), using online tools to measure websites, media analysis social media and media monitoring, business data analysis, forecasting processes and phenomena occurring in contemporary society and economy based on collected and processed data from the Internet. They will have knowledge and the ability to use market research tools to conduct marketing activities on the Internet.</p> <p>They will learn the principles of collecting and processing information and data, as well as preparing reports and creating reports.</p>
Prerequisites	<p>Student has to have strong analytical skills and abilities of searching public data bases. He should know how to use data bases and search engines. He has to be good in using communication applications from Microsoft Corporation. He has to speak English.</p>

4. Assessment of the learning outcomes of the module

code	type	description	learning outcomes of the module
AMS_w_1	Test	Verification of the degree to which students achieved the assumed learning outcomes will be implemented using the oral and final assessment of the group project.	AMS_1, AMS_2
AMS_w_2	Continuous evaluation	The final grade of the module will be a weighted average of the individual methods of verification of learning outcomes.	AMS_3, AMS_4, AMS_5, AMS_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	
AMS_fs_1	lecture	Thematic lecture, with comparative elements, common discussion and work of all participants on a particular one 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	AMS_w_1
AMS_fs_2	practical classes	Preparation of market research analysis of products including CTP indicator. Exercises - activating method - work in small groups.	15	Individual preparation for each class, systematization of the material presented during classes, preparation of projects - also group ones. 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	AMS_w_2