

Learning outcomes of the programme:

1.	Field of study	Promotional and Crisis Communication
2.	Academic year of entry	2017/2018 (winter term)
3.	Level of qualifications/degree	first-cycle studies
4.	Degree profile	practical

Code of the learning outcome of the programme	Learning outcomes The graduate:	Codes of the learning outcomes of the areas of education to which the learning outcome of the programme is related
KNOWLEDGE		
Kpik_W01	The graduate has a structured basic knowledge of humanities and social sciences in fields such as linguistics, literary studies, media studies, arts studies, security studies, sociology, philosophy, ethics and psychology.	H1P_W01, S1P_W01
Kpik_W02	The graduate has a structured knowledge of the practical application of language and knowledge of literature in cultural activities and aimed at promoting culture and social communication.	H1P_W01, H1P_W02
Kpik_W03	The graduate has a structured knowledge oriented to the use of acquired knowledge about language and literature in promotional and advertising activities and to promote content in the media.	H1P_W01, H1P_W02
Kpik_W04	The graduate knows the basic terminology in the field of humanities and social sciences related to selected spheres of media, cultural, promotional and advertising activities and understands the position of humanities and social sciences in relation to other sciences.	H1P_W01, H1P_W02, H1P_W03, S1P_W01
Kpik_W05	The graduate knows the basic principles of the functioning of the media system in Poland and in the world.	H1P_W04
Kpik_W06	The graduate has a basic knowledge of the structure of the promotional agency, the structure of editorial offices of newspapers, radio and TV stations and the principles they follow and the goals they want to achieve.	H1P_W05, S1P_W03
Kpik_W07	The graduate has a basic knowledge of the legal conditions of the functioning of the editorial office, promotional agencies and culture-promotion institutions, including, in particular, copyright.	H1P_W06, S1P_W10
Kpik_W08	The graduate has a basic knowledge of economic determinants (including marketing) of editorial activities, promotional agencies and culture-promotion institutions.	H1P_W06
Kpik_W09	The graduate has a basic knowledge of the methods and procedures used in the activities of promotional, media and culture-promotion institutions.	H1P_W07
Kpik_W10	The graduate has a basic knowledge of methods and procedures for the protection of safety and goods and social property.	H1P_W09, S1P_W10
Kpik_W11	The graduate has a basic knowledge of the culture recipients and their social ties.	H1P_W08, S1P_W04
Kpik_W12	The graduate has a basic knowledge of the recipients of advertisement and media, the way of defining them, linguistic identification and diagnosis of their needs.	H1P_W08
Kpik_W13	The graduate has a basic knowledge of evaluating the effects of promotional activities on the recipients of advertisements and media and the effectiveness of recognizing their needs.	H1P_W08
Kpik_W14	The graduate knows and understands the basic concepts and principles of industrial and private property protection.	H1P_W10
Kpik_W15	The graduate has knowledge of methods and techniques of data acquisition in promotional activities and protection of goods.	S1P_W06
Kpik_W16	The graduate has a basic knowledge of rhetoric and persuasive skills.	H1P_W01, H1P_W02, H1P_W03
Kpik_W17	The graduate has knowledge of a human being and his/her psychological determinants and the principles of functioning in society.	S1P_W05
Kpik_W18	The graduate has knowledge of teaching and learning and detailed methodology of educational activities, supported by experience in its practical use	H1P_W01, H1P_W02, S1P_W06
Kpik_W19	The graduate has a structured knowledge of communication choices in the event of crisis (also in contact with parents, children, co-workers and representatives of the external environment), as well as of the ways of adaptation of educational and teaching activities to the students' needs and opportunities	H1P_W02, S1P_W05
Kpik_W20	The graduate has a structured knowledge of speech therapy as a science of speech and its communication disorders, is familiar with prevention strategies, as well as with mechanisms for data acquisition for diagnosis and speech therapy as practical activities	H1P_W01, H1P_W02, H1P_W03, S1P_W05, S1P_W06
Kpik_W21	The graduate is familiar with the terminology of the mechanisms responsible for normal development of speech and knows the links between different factors influencing the formation of speech disorders, also in communication	H1P_W01, H1P_W02, H1P_W03, S1P_W05, S1P_W06, S1P_W09

Kpik_W22	The graduate has a basic knowledge of the language and its role in the cultural system, mechanisms for its development, use and prevention of disorders of language ontogenesis as a communication tool, and knows how to overcome speech and language dysfunction	H1P_W01, H1P_W02, H1P_W03, H1P_W04, S1P_W05, S1P_W09
Kpik_W23	The graduate is familiar with the general principles of creating and forms of individual entrepreneurship, using knowledge in the field of promotional communication, as well as related to various speech and agreement crises	H1P_W06, S1P_W11
SKILLS		
Kpik_U01	The graduate is able to search, analyze, evaluate and select information from various sources regarding promotional activities in the media and can use this information to construct promotional campaigns and cultural activities.	H1P_U01
Kpik_U02	The graduate is able to search, analyze, evaluate and select information on health and property protection activities and use them to construct strategies for communication activities in the event of a direct conversation and with the use of the media.	H1P_U01
Kpik_U03	The graduate knows how to independently acquire knowledge and develop their skills in terms of marketing, promotion, language communication in situations of a direct conversation and using the media.	H1P_U02
Kpik_U04	The graduate independently plans and realises typical advertising and promotional projects; can plan and realise communication with the client using the media.	H1P_U02, H1P_U03, H1P_U04
Kpik_U05	The graduate independently plans and realises typical communication projects related to health and property protection; can plan and realise communication in a health emergency.	H1P_U02, H1P_U03, H1P_U04
Kpik_U06	The graduate is able to plan and realise direct communication and with the use of the media in crisis situations.	H1P_U02, H1P_U04
Kpik_U07	The graduate has basic organizational skills that allow them to direct, plan and carry out communication tasks to protect health and property.	H1P_U03, H1P_U04
Kpik_U08	The graduate has basic organisational skills that enable directing, planning and carrying out tasks related to communication in crisis situations using the media and in direct communication.	H1P_U04
Kpik_U09	The graduate has basic skills in terms of understanding social processes and conducting social research to properly assess the needs of the recipients of promotional messages.	H1P_U05, S1P_U08
Kpik_U10	The graduate has basic skills in terms of conducting research to properly assess the needs of the recipients of direct messages and using the media in a crisis situation.	H1P_U05
Kpik_U11	The graduate has skills in terms of evaluating promotional, advertising and communication activities.	H1P_U06
Kpik_U12	The graduate is able to apply basic law, including copyright, as regards cultural institutions, promotional and marketing agencies and media editorial offices.	H1P_U07
Kpik_U13	The graduate is able to prepare an application for obtaining (European) funds for the implementation of a project related to media, promotional, advertising and cultural activities.	H1P_U08
Kpik_U14	The graduate can assess the usefulness of qualitative and quantitative methods to assess the effectiveness of communication, persuasion and promotional activities as part of an advertising campaign.	H1P_U09
Kpik_U15	The graduate is able to evaluate and choose the right procedures for the selection of media and promotional and marketing tools for preparing promotional and advertising campaigns.	H1P_U09
Kpik_U16	The graduate has the ability to prepare an oral speech and present the results of the work using the right substantive arguments and emotional techniques; can draw the appropriate conclusions.	H1P_U10, H1P_U13
Kpik_U17	The graduate is able to communicate with specialists in the fields of marketing, promotion, social communication using media channels and using new media in Polish and at least one foreign language.	H1P_U11
Kpik_U18	The graduate has the ability to prepare typical written works in Polish and at least one foreign language on specific topics, using basic theoretical views in terms of communication theory and promotion; they can use sources of information such as the Internet, professional press and the relevant professional literature.	H1P_U12
Kpik_U19	The graduate has the ability to construct the appropriate promotional and journalistic texts, both oral and written.	H1P_U12
Kpik_U20	The graduate has language skills in terms of marketing, communication, promotion, linguistics and literature specific to the programme of Promotional and Crisis Communication in accordance with the requirements given for the B2 level of the Common European Framework of Reference for Languages.	H1P_U14
Kpik_U21	The graduate is able to comprehensively carry out teaching, educational and care-related tasks of the educational and cultural institution; the graduate can also independently prepare and adapt the curriculum to the needs and capabilities of students.	H1P_U03, S1P_U03
Kpik_U22	The graduate has developed communication skills as they can communicate well with interlocutors for therapeutic, teaching and educational purposes; the graduate can establish contact with people from different backgrounds, who are in various emotional conditions, resolve conflicts using the dialogue and construct good atmosphere for communication, including educational institutions.	H1P_U11

Kpik_U23	The graduate can assess the usefulness of typical methods, procedures and good practices for realisation of teaching, therapeutic, educational and care-related tasks and demonstrates the ability to learn and improve their own pedagogical workshop using modern means and methods of obtaining, organizing and processing information and materials.	H1P_U01, H1P_U02, S1P_U04, S1P_U06, S1P_U07
Kpik_U24	The graduate can search, analyse, collect and interpret specialist test results associated with diagnosed speech and language disorders and use the information in a variety of manners, including those related to prophylactic, diagnosis and speech therapy	H1P_U01, H1P_U02, H1P_U11, S1P_U01, S1P_U02, S1P_U03
Kpik_U25	The graduate independently and under the supervision plans and implements projects related to helping people with speech and language disorders as part of a culture, demonstrating organisational skills and knowledge of the law, and standards of educational institutions and the right arguments	H1P_U01, H1P_U03, H1P_U04, H1P_U07, H1P_U10, S1P_U04, S1P_U05, S1P_U06
Kpik_U26	The graduate has skills in assessing speech and language quality as part of a culture, including in terms of speech therapy diagnosis, and can prepare the opinion on the diagnosed disorders	H1P_U06, H1P_U12, H1P_U14, S1P_U02, S1P_U09, S1P_U11
SOCIAL COMPETENCES		
Kpik_K01	The graduate understands the need for lifelong learning.	H1P_K01
Kpik_K02	The graduate is able to work together in the group adopting both managerial and executive functions.	H1P_K02
Kpik_K03	The graduate is able to select and evaluate the priority tasks that will best serve the achievement of the intended objectives.	H1P_K03, H1P_K04
Kpik_K04	The graduate is aware of the responsibility for preserving the cultural heritage of the region, the country and Europe.	H1P_K05
Kpik_K05	The graduate participates in cultural life using selected media and various forms of participation.	H1P_K06
Kpik_K06	The graduate is characterized by ethical sensitivity, empathy, openness and contemplativeness.	H1P_K04
Kpik_K07	The graduate is practically prepared to carry out professional tasks (teaching, education and care-related tasks) resulting from the role of a teacher.	H1P_K04
Kpik_K08	The graduate correctly identifies and resolves liability dilemmas in relation to a person with difficulties in developing speech and language	H1P_K04, S1P_K04
Kpik_K09	The graduate can think and act in an entrepreneurial way.	H1P_K04, S1P_K07