

1. Field of study	Promotional and Crisis Communication
2. Faculty	Faculty of Humanities
3. Academic year of entry	2020/2021 (winter term)
4. Level of qualifications/degree	second-cycle studies
5. Degree profile	general academic
6. Mode of study	full-time

Code of the learning outcome of the programme	Learning outcomes The graduate:	Codes of the second-order PRK characteristics to which the learning outcome of the programme is related
KNOWLEDGE		
Kpik_2_W02	has knowledge of designing and conducting research in communication studies, in particular of research problems, methods, techniques and research tools; is familiar with the paradigms of social and philological research from which the various methods originate, understands the trans-/interdisciplinary postulate in conducting research on communication;	2018_P7S_WG
Kpik_2_W03	is familiar at an extended level with the terminology in the field of humanities and social sciences related to selected spheres of cultural, media, promotional and negotiating activities and understands the position of humanities and social sciences in relation to other sciences;	2018_P7S_WG
Kpik_2_W04	has the knowledge of the world of new technologies and is aware of changing promotion techniques and the need to track them;	2018_P7S_WG, 2018_P7S_WK
Kpik_2_W05	has an in-depth and structured knowledge of contemporary directions of studies on communication, especially in terms of the promotional and crisis dimension; understands their historical and cultural determinants;	2018_P7S_WG, 2018_P7S_WK
Kpik_2_W06	knows and understands advanced methods of analysis and interpretation, and valuating and problematization of promotional, negotiating and PR communication activities;	2018_P7S_WG, 2018_P7S_WK
Kpik_2_W07	has an in-depth knowledge of the legal and economic determinants of social life; has a structured knowledge of the protection of industrial property right and copyright and the rules for the management of intellectual property assets;	2018_P7S_WG, 2018_P7S_WK
Kpik_2_W08	has an in-depth knowledge of a human being, his/her psychological determinants and the principles of functioning in society, and in particular about a human being defined as the recipient of culture and about social ties which characterise a human being in terms of culture-related dimension;	2018_P7S_WG
Kpik_2_W09	has an in-depth and expanded knowledge of rhetoric and persuasive skills;	2018_P7S_WK
Kpik_2_W10	has a structured knowledge of the participants of promotional and crisis communication, extended in selected areas, and knowledge of the processes of communication changes related to selected social structures, institutions and ties; is aware of the relationship between these transformations and technological developments;	2018_P7S_WG, 2018_P7S_WK
Kpik_2_W01	has an in-depth, structured and extended knowledge of humanities and social sciences on the theory and practice of communication, and in particular in terms of fields such as linguistics, cultural studies, sociology and social psychology, which they are able to develop and creatively apply in professional activities;	2018_P7S_WG
Kpik_2_W11	is well-oriented in modern cultural and intellectual life; is familiar with the general principles of creating and developing different forms of individual entrepreneurship, in which they use knowledge from the fields of humanities and social sciences;	2018_P7S_WK
SKILLS		
KPIK_2_U10	has language skills in terms of communication studies 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;	2018_P7S_UK
Kpik_2_U01	can search for necessary information in different sources and can select them as well as analyse, interpret, integrate, assess them and formulate critical opinions as a result;	2018_P7S_UW

Kpik_2_U02	correctly interprets social phenomena of a communicative nature and is able to explain their mutual relationships; knows the specificity of the legal discourse;	2018_P7S_UK, 2018_P7S_UW
Kpik_2_U03	has in-depth research skills in terms of both the analysis of scientific papers and the synthesis of different ideas and views, which allows them to solve different complex cognitive problems; knows how to properly select methods and properly construct research tools, and can develop and present the results of their own research;	2018_P7S_UW
Kpik_2_U04	is able to independently acquire knowledge and develop their research skills in terms of humanities and social sciences, particularly in terms of promotion, negotiations and marketing or, from a different perspective in terms of language communication in situations of direct conversation and using the media; can take autonomous actions to develop capabilities and manage their own professional career;	2018_P7S_UU
Kpik_2_U05	is aware of the diversity of language and functional styles, can match the language of the text to achieve the intended communication goal, knows the concept of language etiquette, can adapt the language to the communication situation;	2018_P7S_UK
Kpik_2_U06	has skills in terms of substantive, logical and coherent argumentation using the known theories and methodologies; in terms of making conclusions, synthetic summaries, expressing critical opinions on social communication phenomena in expression of which they support themselves with the obtained scientific knowledge and experience;	2018_P7S_UK, 2018_P7S_UW
Kpik_2_U07	can communicate in Polish and in a foreign language using various communication channels and techniques with specialists (i.e. practitioners and theorists) in terms of various spheres of human communication activity; knows how to effectively communicate with non-specialists in this respect and popularize knowledge about communication;	2018_P7S_UK
Kpik_2_U08	can prepare advanced forms of written work (including master's thesis) in Polish on various communicological issues using appropriate research theories, methods of analysis and properly collected material;	2018_P7S_UW
Kpik_2_U09	is able to prepare various forms of oral presentations in which they use the specialist scientific knowledge in terms of communication theory; knows how to practically use knowledge of non-verbal behaviour in speeches;	2018_P7S_UK
Kpik_2_U11	knows the extent of their knowledge and skills and understands the need for lifelong learning in terms of personal and professional aspects;	2018_P7S_UU
Kpik_2_U12	is able to work in a team and institutions carrying out specific tasks and is ready to work in a group, assuming both managerial and executive functions; can adequately plan the realisation of the task indicated by themselves or others;	2018_P7S_UO, 2018_P7S_UU
SOCIAL COMPETENCES		
Kpik_2_K01	is aware of the necessity and importance of respecting the principles of professional ethics;	2018_P7S_KK, 2018_P7S_KR
Kpik_2_K02	has a developed sense of personal and social responsibility for their preparation to work, decisions, actions and their consequences;	2018_P7S_KO
Kpik_2_K03	is aware of the responsibility for preserving the cultural heritage of the region, the country Europe and the world;	2018_P7S_KO
Kpik_2_K04	is able to critically assess the obtained knowledge and content; understands the importance of language and communication in defining and solving cultural and social problems;	2018_P7S_KK
Kpik_2_K05	is prepared to think and act in an entrepreneurial way;	2018_P7S_KK, 2018_P7S_KO