Study plan
Media, Visual and Social Communication
Academic year 2025/2026

	Code	Subject	Total	Year 1																Year 2										Year 3																Total hours of ECTS
				Semester 1												Semester 2										Semester 3								Semester 4								Semester 5								Semester 6								
				lecture	class	diplomacy exercise	foreign language	PE	work experience	lecture	class	diplomacy exercise	foreign language	PE	work experience	ECTS	form of credit	lecture	class	diplomacy exercise	foreign language	PE	work experience	ECTS	form of credit	lecture	class	diplomacy exercise	foreign language	PE	work experience	ECTS	form of credit	lecture	class	diplomacy exercise	foreign language	PE	work experience	ECTS	form of credit	lecture	class	diplomacy exercise	foreign language	PE	work experience	ECTS	form of credit	lecture	class	diplomacy exercise	foreign language	PE	work experience	ECTS	form of credit	
		Subsidiary subjects																																																							
1	O1	Foreign language*	120				120						30			2	GC				30			2	GC				30			2	GC, E				30			2	GC, E																8
2	O2	Physical Education	60					60						30		0	GC					30		0	GC																																0
3	O3	Information Technology	15		15						15					1	GC																																								1
4	O4	Philosophy	15	15																																																				1	C	1
5	O5	Law and Copyright and Intellectual Property	20	20																																																			1	C	1
6	O6	Adaptation: Theory and Practice / Polish Studies*	20	30																																																			2	C	2
7	O7/O8	International Relations since 1945 / Political Communication Strategies*	30	30																																												30										2
		Primary subjects																																																							
8	P1	English for Specific Purposes	180		180						60					3	GC		60					3	GC		60					6	GC, E																								16
9	P2	Introduction to Sociolinguistics**	20	20														20						3	C, E																															3
10	P3	Introduction to Social Psychology**	20	20						20						3	C, E																																							3
11	P4	Contemporary Global Culture	20	20						20						2	C, E																																							2
12	P5	Global Understanding	20		30						30					3	GC																																							3
13	P6	Marketing Communication	30		30						30					3	GC																																							3
14	P7	Project Management in Media and Communication	60		60																																					30							2	GC		30					3	GC	6
15	P8	Public Relations	15	15																																															15						3	GC	2
16	P9	Language and Technology	20		30																													30					2	GC																		2
17	P10	AI in Media and Communication	30		30																																					30							2	GC								2
18	P11	Academic Writing	30		30																													30					2	GC																		2
19	P12/P13	Gender linguistics / Semiotics*	20	30																																																30						2	C	2
		Major subjects																																																							
20	K1	Control of Communication, Censorship, Patronage and Propaganda in Literature and Cultur	20	20						20						1	C																																							1
21	K2	Social Media Communication	30		30														30					3	GC																															3
22	K3	Methods of Media Research	15	15														15						1	C																															1
23	K4	Language of Advertising	30		30														30					2	GC																															2
24	K5	Contemporary Media & Social Media Ethics	15	15														15						1	C																															1
25	K6	History and Influence of Modern Art	20	20																							20						1	C																							1
26	K7	Design Principles	30		30						30					4	C, E																																							4
27	K8	Creativity Workshop	30		30						30					2	GC																																							2
28	K9	Design Research and Design Thinking	30		30														30					3	GC																															3
29	K10	Branding and Visual Identity	30		30														30					3	GC																															3
30	K11	Digital Workshop	60		60														30					2	GC									30					2	GC																6
31	K12	Visual Content Creation	60		60																						30						3	GC							30															6
32	K13	Typography and Layout Design	45		45																						45						3	GC																							3
33	K14	Audiovisual Forms of Communication	45		45																																				45							4	GC								4
34	K15	Communication Theory	30	30						30						4	C, E																																							4
35	K16	Persuasive Communication and Rhetoric	30	30																							30						3	C, E																							3
36	K17	Verbal and Nonverbal Communication	60		60																						30						3	GC							30							4	GC, E								6
37	K18	Intercultural Communication	45		45																						15						1	GC							30							4	GC, E								5
38	K19	Public Speaking	30		30																						30						4	GC																							4
39	K20	Research and Presentation Skills	30		30														30					3	GC																															3
40	K21	Personal Branding	30		30																						30						3	GC																							3
		Elective subjects																																																						
41	KW1	Seminar*	75			75																														15			3	C				10					1	C				30				6	C, E	14
42	KW2	Capstone Project*	75			75																														15			3	C				30					1	C				30				6	C, E	14
43	KW3	Media Workshop (Press, TV, Radio, Social media)*	60		60																																															60					8	GC	8
44	KW4/KW5	Photography / UI/UX Design*	30		30																																					30							3	GC								3
45	KW6/KW7	Hybrid Communication and Learning Environments/ AI-Driven Content Creation: Tools and	30		30																																					30							3	GC								3
46	KW8/KW9	AI-Generated Communication/ Ethical AI Integration*	30		30																																					30							3	GC								3
		Other:																																																						
47	PC	Work experience	90						90																																						90	4	GC								4
		Total	3900	230	1010	150	120	60	90	80	175	0	30	30	0	30		50	240	0	30	30	0	30		50	270	0	30	0	0	30		0	225	30	30	0	0	29		30	150	60	0	0	90	30		110	0	60	0	0	0	31		390

Students are required to take 4 hours of health and safety training and e-learning library training.

*elective subjects
** e-learnine

C - credit
GC - graded credit
E - exam