Appendix No. 1.5 to the Resolution No. 7/2023
of the Rector of the University of Rzeszów

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2026/2027

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Project Management in Media and Communication
Course/Module code *	P7
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelors degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 3, semesters 5 & 6
Course type	primary
Language of instruction	English
Coordinator	dr hab. Prof. UR Grzegorz Hajduk
Course instructor	dr hab. Prof. UR Grzegorz Hajduk

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
5		30						3
6		30						3

1.2. Course delivery methods

- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)

SEMESTER V: PASS WITH A GRADE

SEMESTER VI: PASS WITH A GRADE

2. PREREQUISITES

None

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	Providing knowledge in the field of project management, including familiarization with project management methodologies and frameworks, with particular emphasis on the area of media and social communication.
O2	Developing the skills necessary for effective project management in the dynamic environment of media and communication.
O3	Preparing students for the challenges of project management in the rapidly changing media and communication industry, with consideration of the impact of new technologies.

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	The student has advanced knowledge and understanding of key facts, phenomena, and concepts in the field of project management.	K_W01
LO_02	The student is able to select and apply appropriate techniques, technologies, tools, and equipment to effectively manage projects in the field of media and communication, taking into account their diversity and complexity.	K_U04
LO_03	The student is able to carry out a critical analysis of communication within a project team, using knowledge from the field of management, which will enable effective coordination of activities and the achievement of project objectives.	K_U08
LO_04	The student is prepared to collaborate effectively with project team members and the project manager, making use of various aspects of communication to successfully plan, organize, and implement project activities.	K_U09
LO_05	The student is able to independently apply and develop practical skills in implementing their own project concepts, using effective practice techniques.	K_U10
LO_06	The student is prepared to actively seek information and consult with experts in order to effectively solve new problems in the context of media and communication projects.	K_K02

LO_07	The student is ready to plan and manage projects as well as build relationships and networks in the media and communication industry, which will enable effective collaboration, client acquisition, and business partnerships.	K_K05

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Semester V
Introduction to Project Management. Methods and framework principles of project management. Specifics of projects in media and communication. Project analysis and planning. Agile methodologies in project management. Building project teams. Overview of selected Agile frameworks (Scrum, Kanban) in the context of media and communication The role of technology in media project management. Overview of selected tools and applications supporting project management. Case study – marketing project. Installation and operation of applications supporting project and team management. Workshops and practical applications. Workshop on planning a multimedia project. Communication plan, tools, and techniques of communication. Specifics of projects in the creative industry.
Semester VI
Change management in a media organization. Time and schedule management in a project. Managing creative teams. Project configuration in a task management application. Simulation of teamwork on a project. Tracking progress, reporting, and data analysis in a project. Selected tools and applications supporting project management. Procedures, documentation, and project evaluation.

Preparation of project outcome presentations. Presentation and evaluation of projects prepared by teams.

3.4. Methods of Instruction

Class with a multimedia presentation, project-based method (implementation project, practical project), group work (problem-solving, discussion).

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO_01	*TEST*	CLASSES
LO_02	*OBSERVATION DURING CLASSES*	CLASSES
LO_03	*OBSERVATION DURING CLASSES*	CLASSES
LO_04	*OBSERVATION DURING CLASSES*	CLASSES
LO_05	*OBSERVATION DURING CLASSES*	CLASSES
LO_06	*OBSERVATION DURING CLASSES*	CLASSES
LO_07	*OBSERVATION DURING CLASSES*	CLASSES

4.2 Course assessment criteria

The final grade is based on the arithmetic mean of partial grades obtained by students in the following areas:

Continuous assessment (50% of the total points):

- Participation in classes and engagement in discussions, activities, and peer evaluations
- Completion of individual and group tasks within the project

Individual project (50% of the total points), evaluated according to the following criteria:

- Originality and innovativeness of the project
- Methodological accuracy of the project
- Clarity and organization
- Effective use of applications
- Project presentation skills

Grading scale:

60–68% – 3.0
69–76% – 3.5
77–84% – 4.0
85–92% – 4.5
93–100% – 5.0

5. Total student workload needed to achieve the intended learning outcomes

– number of hours and ECTS credits

Activity	Number of hours
Course hours	60
Other contact hours involving the teacher (consultation hours, examinations)	12
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	80
Total number of hours	152
Total number of ECTS credits	6

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature: Lock D., Project management. Routledge, 2020. Kerzner H., Project management best practices: Achieving global excellence. John Wiley & Sons, 2018.
Complementary literature: Smith P.R., Zook Z., Marketing communications: Integrating online and offline, customer engagement and digital technologies. Kogan Page Publishers, 2019.

Approved by the Head of the Department or an authorised person