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	Work Experience
Course/Module code *	
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	Bachelor's degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 3, semester 5
Course type	Work experience
Language of instruction	English
Coordinator	dr Magdalena Trinder
Course instructor	dr Magdalena Trinder

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Work experiences	others	**ECTS credits**
5						90		4

1.2. Course delivery methods
- conducted in a traditional way

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

2. PREREQUISITES

Before the work experience, students are obliged to get acquainted with the organization of the company and to agree on the scope of their responsibilities with the work experience supervisor.

During their work experience, students agree to comply with in-company regulations, health and safety rules, and fire protection rules. Additionally, students agree to adhere to data confidentiality standards.

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

3.1. Course/Module objectives

O1	To provide students with opportunities to further develop practical competences in marketing, graphic design, multimedia design, project management and content analysis and interpretation.
O2	To provide students with opportunities to further develop their competences in the field of social communication and the use of social media.
O3	To provide students with opportunities to further develop communication skills in English, taking into account intercultural differences.
O4	To provide students with opportunities to develop interpersonal competences and to establish contacts with specialists in different business branches.
O5	To verify students' awareness of ethics and media law.

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 can use their previous knowledge to construct short forms of information (written, oral, or intended for publication in social media) using the appropriate language, assess the information acquired in terms of their usefulness for various communication and professional purposes, thereby demonstrating the awareness of their impact on social processes and recipients' individual attitudes;	K_U02
LO_02	The student uses their workshop skills to carry out various professional activities and apply effective techniques to practise these skills, enabling them to be continuously developed through independent work;	K_U10
LO_03	The student is prepared to complement and continually update their skills, knowledge, and professional expertise;	K_K01
LO_04	The student actively seeks information in case of professional problems and provides the most effective solution for a client after consulting experts and practitioners in the given field;	K_K02

LO_05	The student is prepared to plan and manage projects in the field of marketing, content design, and information analysis, and build relationships and networks in the industry, which can foster collaboration, customer 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

Content outline
Developing a marketing strategy for individuals and companies.
Graphic design.
Multimedia design – UI/UX.
Managing projects in different business branches.
Principles of effective content analysis and the rules for establishing content appropriateness.
The basic principles of social communication – communication in social media, the role of intercultural differences.
Media law and the ethical data handling.

3.4. Methods of Instruction

Work experience

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	WORK EXPERIENCE DOCUMENTATION, SUPERVISOR'S OPINION, OBSERVATION	WORK EXPERIENCE
LO_02	WORK EXPERIENCE DOCUMENTATION, SUPERVISOR'S OPINION, OBSERVATION	WORK EXPERIENCE
LO_03	SUPERVISOR'S OPINION	WORK EXPERIENCE
LO_04	SUPERVISOR'S OPINION	WORK EXPERIENCE
LO_05	SUPERVISOR'S OPINION	WORK EXPERIENCE

4.2 Course assessment criteria

To successfully complete the work experience, a student is required to submit the following documents: - a document confirming the completion of the work experience (including company name, address, and the dates of the work experience); - an opinion prepared by the work experience supervisor, which should include personal data of a student, date and place of work experience, information concerning the achievement of work experience objectives, general conclusions regarding compliance with the company regulations and cooperation rules, and an assessment of work quality (depending on a company, this assessment may concern data analysis skills, language sensitivity and awareness, marketing skills, graphical and multimedia design skills, and project management skills). A student should receive the document on the last day of the work experience; - a sample project delivered during the work experience to demonstrate the achievement of the subject objectives. The quality of the project is assessed by the work experience supervisor at the university.

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	90
Other contact hours involving the teacher (consultation hours, examinations)	5
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	10
Total number of hours	105
Total number of ECTS credits	4

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

6. Work experiences related to the course/module

Number of hours	90
Work experience regulations and procedures	The work experience is to be held during the winter semester and must not interfere with the compulsory classes/lectures at the university. The work experience is organized by companies that profile of activity matches the profile of the degree (e.g. marketing companies, radio, television, companies dealing with graphic design and creation of visual and multimedia content).

7. Instructional materials

Compulsory literature: Bergström, B. 2008. *Essentials of Visual Communication*. London: Laurence King Publishing.

Travis, D., & Hodgson, P. 2019. *Think Like a UX Researcher: How to Observe Users, Influence Design, and Shape Business Strategy*. Boca Raton, FL: CRC Press.
Ninan, J. 2022. *Social media for project management*. Boca Raton, FL: CRC Press.
Jensen, K. B., & Jankowski, N. W. 2022. *A Handbook of Qualitative Methodologies for Mass Communication Research*. New York: Routledge.
Hemachandran, K., & Rodriguez, R.V. 2023. *Artificial intelligence for business. An implementation guide containing practical and industry-specific case studies*. New York: Routledge.

Complementary literature:

Approved by the Head of the Department or an authorised person