***Communication Management***

***Course Schedule –1st Year***

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| ***Facultative Subject*** | |
| ***Nation branding***  dr. Dorota Kokowicz | ***Analysis of Media Discourse***  Mgr Magdalena Witkowicz |

**Course title**: Nation branding – country reputation management

**Course description:** Countries do not only compete with each other using material resources, infrastructure and attractive tax system. Today their success also depends on their reputation and awareness as Simon Anholt said: "in the modern world, the factor of national reputation is becoming more and more significant”.

In order to build their position on the international market countries use methods and tools known by  companies. Strong image is strategically important not only for companies but also for countries - it determines their international position and development, but also has an impact on perception of everything related to them, e.g. products, services, places, etc. Therefore, it is important to strengthen nation brand and build its competitive advantage continually, which seems to be impossible without a coherent program of promotion based on analysis and researches.

The aim of the course is to present both theoretical and practical aspects of nation branding in such areas as e.g.: foreign policy, culture, tourism and economy. During the course we will focus on good and bad practices affecting nation brand as well as try to answer the question about effectiveness of nation branding in case of Poland. At the end of the course students will understand why countries should care about their reputation and be able to indicate the most important factors that have an impact on it.

**Analysis of media discourse**

This course offers a perspective on media discourse framed in Critical Discourse Studies (CDS). It provides students with theoretical background and analytic tools that can be used in further research projects, e.g. in a master’s thesis.

The course encourages students to explore the role of ideology and power in various media contexts. During the coursework, we shall be using a variety of sources, from mainstream press to social media.

The first part of the course will be devoted to setting up an analytic framework of Critical Discourse Studies. Then, we will analyse examples from press and social media, discussing discourse on mental health, feminism, racism, ecology, ethical fashion and political affairs. The latter part will consist of practical tasks. Students will be asked to provide examples and to analyse chosen media texts.

***Communication Management***

***Course Schedule –2nd Year***

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| ***Facultative Subject - A*** | |
| ***Audiovisual Production***  Mgr Wojciech Szczupak | ***Management of international teams***  Dr Aleksandra Matyja |

**Audiovisual Production**

During the *Audiovisual Production* course students gain practical knowledge needed to lead small and medium-sized audiovisual projects such as: documentary, corporate video, news and conference coverage productions. All aspects of production are discussed and practiced. Students are working on small assignments in order to understand the full production process: from pre-production to production to post-production.

**MANAGEMENT OF INTERNATIONAL TEAMS**

The course is designed for those who are interested in intercultural communication and its implications for management. It will acquaint the student with some core concepts of intercultural communication, cultural diversity as well as team management. The participants will also have a chance to develop their interpersonal and intercultural skills necessary for working effectively in an intercultural environment. The course is based on interactive activities, readings, individual projects, and group discussions.

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| ***Facultative Subject - B*** | |
| ***Campaingn planning***  Patrycja Bilińska, M.A. | ***CSR***  Bohdan Pawłowicz |

**CAMPAIGN PLANNING**

This course is aimed at providing relevant knowledge and skills of the campaign planning process. We will discuss the importance of making a strategy, benchmarking, finding the brand’s mission&vision, setting goals, auditing the activities, planning the budget.

Having that knowledge, we will analyze different kinds of campaigns: product, image, brand, social, activism.

In the practical part of the classes, I will present creative ways of campaign planning with the main focus on digital tools.

Students will also learn about the value of research in communication processes, with particular emphasis on market information, competitive analysis, and campaign reception. A few of the meetings will be devoted to learning how to evaluate the performance of a campaign and measure its impact on the individual, society and the whole market. We will also master the art of writing effective media materials about campaigns (press releases and media pitches).

**CSR - a new value, trend or marketing trick?**

The aim of the course is to show the role and importance of CSR - Corporate Social Responsibility in contemporary marketing and the opportunities that creates CSR in the context of building competitive advantage. During the course students learn the origin of CSR activities, the main principles of constructing these activities as well as the variety of forms in which Corporate Social Responsibility can manifest itself.