

Media and Communication in Business - Marketing Communication Mix

Form of study: part-time
IN MARCH IN OCTOBER English

Key program features

General subjects

- foreign language
- IT Tools in Teamwork
- Information Technology
- Sociology
- Social Communication
- Globalization - new challenges
- Economics 101
- Effective Learning Methods
- Basics of Law
- Data Presentation Methods
- Ethics
- Marketing Psychology
- Contemporary Debates
- Major Projects Guidelines
- PE
- Global Marketing Mix

Program-related subjects

- Social Science Methodology
- Intercultural Differences
- Management Instruments
- Design Thinking
- Media Law
- Cybersecurity
- Advertising
- Media Communication Processes
- Organizational Management of Media Enterprises
- Open Source Intelligence
- Communication with Local Societies
- General Data Protection Regulation & Classified Information
- New Media i E- PR

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umowy w rozumieniu art. 66 i nast. kodeksu cywilnego. Zgodnie z art. 160 ust. 3 ustawy z dnia 27 lipca 2005 roku Prawo o szkolnictwie wyższym, umowa między a studentem zawierana jest w formie pisemnej.

- Artificial Intelligence in Marketing
- Intellectual Property Protection
- Esthetics & Design
- Self-Presentation & Public Speaking
- Media Planning
- Crisis Communication Management

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