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| **Course catalogue****Fields of study (ENG/PL):Internet Marketing/ Marketing internetowy** **Academic year 2023/2024****Semester: spring** |
| **Name of course (ENG)** | **Name of course (PL)** | **Semester (winter)** | **Number of ECTS credits** | **Form of class** | **Language** | **Exam****(yes/no)** |
| **ROK I** |
| Foreign language course | Lektorat języka obcego | spring | 2 | language course | English | no |
| Argumentation and critical thinking | Argumentation and critical thinking | spring | 1 | workshop exercises | English | no |
| Fundaments of webpage building | Podstawy projektowania stron internetowych  | spring | 4 | workshop exercises | Polish language/ English | no |
| Introduction to social media | Wprowadzenie do mediow społecznościowych | spring | 3 | lecture | Polish language/ English | no |
| **ROK II** |
| Foreign language course | Lektora języka obcego | spring | 2 | language course | English | yes |
| Social communication | Komunikacja społeczna | spring | 2 | auditorium exercises | English | no |
| Creative wiriting | Warsztat pisania twórczego | spring | 2 | workshop exercises | Polish language/english | no |
| Storytelling and stereotypes in marketing communication | Storytelling i stereotypy w komunikacji marketingowej | spring | 2 | lecture | Polish language/english | no |
| **ROK III** |
| Specialised Language (Media and marketing) | Język specjalistyczny (Media and marketing) | spring | 2 | workshop exercises | English | yes |
| Advertising on Social Media | Reklama w Social Media | spring | 4 | workshop exercises | Polish language/english | no |

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| Optional coursesAcademic year 2023/2024Semester: spring |
| **No** | **Name of course (ENG)** | **Name of course (PL)** | **Semester**  | **Number of ECTS credits** | **Form of class** | **Language** | **Exam****(yes/no)** |
|  | Polish for Foreigners | Język polski dla obcokrajowców | spring | 4 | auditorium exercises | English | no |
|  | Introduction to Poland | Wprowadzenie do nauki o Polsce | spring | 4 | auditorium exercises | English | no |