



Państwowa Akademia  
Nauk Stosowanych  
w Krośnie

# Course catalogue for Erasmus students

## Internet Marketing

Academic year 2024/2025

### Winter semester 2024/2025

Course name in English (in Polish)	Year of study, semester of study in the cycle	Number of hours, form of classes	ECTS	Form of credit	Language of the subject
<b>Development of a utility text</b> (Opracowanie tekstu użytkowego)	I, 1	30h - recitation class	2	credit	PL/ENG
<b>Foreign language course</b> (Lektorat języka obcego)	II, 3	30h - language course	2	credit	ENG
<b>Specialised Language (Media and marketing)</b> (Język specjalistyczny (Media and marketing))	III, 5	30h - workshop	2	credit	ENG
<b>Fanpage management</b> (Zarządzanie fanpage (specjalność Content Creator))	III, 5	45h - design class	2	credit	PL/ENG

### Spring semester 2024/2025

Course name in English (in Polish)	Year of study, semester of study in the cycle	Number of hours, form of classes	ECTS	Form of credit	Language of the subject
<b>Fundamentals of webpage building</b> (Podstawy projektowania stron internetowych)	I,2	15h lecture, 30h design class	4	credit	PL/ENG
<b>Introduction to social media</b> (Wprowadzenie do mediów społecznościowych)	I,2	15h lecture, 15h design class	3	credit	PL/ENG
<b>Foreign language course</b> (Lektorat języka obcego)	II,4	30h language course	2	credit	ENG
<b>Creative writing</b> (Warsztat pisania twórczego)	II,4	30h workshop	2	credit	PL/ENG
<b>Artificial intelligence in marketing</b> (Sztuczna inteligencja w marketing)	II,4	15h lecture	1	credit	PL/ENG
<b>Storytelling and stereotypes in marketing communication</b> (Storytelling i stereotypy w komunikacji marketingowej)	II,4	10h lecture, 20h design class	2	credit	PL/ENG
<b>Specialised Language (Media and marketing)</b>	III,6	30h workshop	2	exam	ENG

Język specjalistyczny (Media and marketing)					
<b>Advertising on Social Media</b> Reklama w Social Media (specjalność Content Creator)	III,6	45h design class	4	credit	PL/ENG

## Optional courses

Courses are implemented in the winter semester and spring semester, provided a minimum of 5 students participate.

Course name in English (in Polish)	Year of study, semester of study in the cycle	Number of hours, form of classes	ECTS	Form of credit	Language of the subject
<b>Polish for Foreigners</b>	For Erasmus students only	15 class	2	credit	ENG
<b>Introduction to Poland</b>	For Erasmus students only	15 class	2	credit	ENG
<b>Lean management</b>	For Erasmus students only	15 class	2	credit	ENG
<b>Work improvements with AI solutions</b>	For Erasmus students only	15 class	2	credit	ENG

## Supplementary courses

Students pursuing a degree in Internet Marketing can also choose courses from the catalog of the Management major.