

LP.	COURSE NAME	Teaching hours	ECTS	Form of assessment	SEMESTER 1					SEMESTER 2					SEMESTER 3					SEMESTER 4								
					Forma zajęć				Form of assessment	ECTS	Forma zajęć				Form of assessment	ECTS	Forma zajęć				Form of assessment	ECTS	Forma zajęć				Form of assessment	ECTS
					L	C	CL	L/S			L	C	CL	L/S			L	C	CL	L/S			L	C	CL	L/S		
1	INTERCULTURAL COMMUNICATION	30	5	E/Pg											15	15			E/Pg	5								
2	SOCIOCULTURAL INFLUENCE OF THE INTERNET	15	2	Pg											15				Pg	2								
3	SOCIAL ASPECTS OF ADVERTISING	15	2	Pg											15				Pg	2								
4	MARKETING AND PERSUASION IN PUBLIC SPHERE	15	2	Pg											15				Pg	2								
5	RESEARCH WORKSHOP 1	30	5	Pg											30				Pg	5								
6	VISUAL SOCIOLOGY	30	4	Pg																	30		Pg	4				
7	METHODS OF TESTING MASS MEDIA	30	4	Pg																	30		Pg	4				
8	PUBLIC I MEDIA RELATIONS	30	4	Pg																	30		Pg	4				
9	RESEARCH WORKSHOP 2	30	4	Pg																	30		Pg	4				
1	INTRODUCTION TO UX	30	5	E/Pg											15	15			E/Pg	5								
2	DESIGN THINKING	15	2	Pg											15				Pg	2								
3	HUMAN-COMPUTER INTERACTION	15	2	Pg											15				Pg	2								
4	VIRTUAL ETHNOGRAPHY	15	2	Pg											15				Pg	2								
5	RESEARCH WORKSHOP 1	30	5	Pg											30				Pg	5								
6	BIG DATA IN SOCIAL RESEARCH	30	4	Pg																	30		Pg	4				
7	SOCIAL RESEARCH IN IT AREA	30	4	Pg																	30		Pg	4				
8	METHODS OF TESTING USERS' NEEDS	30	4	Pg																	30		Pg	4				
9	RESEARCH WORKSHOP 2	30	4	Pg																	30		Pg	4				

Module code: MANDATORY	570	57
Module code: ELIGIBLE	210	31
Specialization 1: SOCIAL COMMUNICATION	225	32
Specialization 2: SOCIAL RESEARCH AND ANALYTICS IN IT	225	32
TOTAL	1005	120

240	23	240
60	7	30
0	0	0
0	0	0
300	30	270

25	60	6	30	3
5	60	8	60	11
0	105	16	120	16
0	105	16	120	16
30	225	30	210	30

Explanation of abbreviations:

L - lectures

C - classes

CL - conversation labs

L/S - labs or seminars

E - exam

Pg - pass (with grade)

P - pass (no grade)