Faculty of Media and Social Communication
field of study: MARKETING AND NEW MEDIA (ANG)
specialty: Media and Digital Communication
level: first-cycle studies
professional title awarded to graduates: licencjat
education profile: practical
type of study: full-time

UNIVERSITY of INFORMATION TECHNOLOGY and MANAGEMENT in Rzeszow, POLAND

MM.LSA.MDC.2026_Z

Students admitted in the academic year: 2026/2027

No.	Course title	Form of credit	ECTS	ECTS PP	Number of hours: Total	Including: L	S	W	Lab	P	eL
	All-University Courses										
1	English for Specific Purposes	GC, Ex	8	0	120	0	0	0	120	0	0
2	Sociology	C	1	0	14	14	0	0	0	0	0
3	Philosophy	C	1	0	14	14	0	0	0	0	0
4	Foundamentals of Economics	C	1	0	20	0	20	0	0	0	0
5	Personal Business Model	C	1	0	20	0	0	10	0	10	0
6	Information Technology	C	2	0	24	0	0	0	24	0	0
7	Protection of Intellectual Property	C	1	0	8	8	0	0	0	0	0
8	Academic Writing Skills	C	1	0	8	0	0	0	8	0	0
9	Health and Safety while Studying	C	0	0	4	4	0	0	0	0	0
10	Civilization Challenges	C	1	0	20	20	0	0	0	0	0
11	Physical Education	C	0	0	60	0	0	60	0	0	0
	Basic Courses										
12	Communication Study	Ex	5	0	42	22	0	20	0	0	0
13	Fundamentals of Management	Ex	5	2	42	22	0	20	0	0	0
14	Social Psychology	Ex	2	0	22	22	0	0	0	0	0
15	Ethics of the Media and Social Communication	Ex	1	0	16	0	16	0	0	0	0
16	Copyright and Advertising	GC	4	2	40	0	20	0	0	20	0
17	Social and Marketing Research	Ex	6	4	62	22	0	20	0	20	0
18	Marketing Project Management	GC	6	4	60	20	0	20	0	20	0
19	Intercultural and Anti-discrimination Workshop	GC	2	2	20	0	0	0	20	0	0
20	Critical Thinking and Decision-making	Ex	2	0	20	0	20	0	0	0	0
21	Human Resources Management	Ex	3	1	38	18	0	10	0	0	10
22	Law	Ex	1	0	20	0	20	0	0	0	0
	Major-Related and Specialty Courses										
23	Marketing and Marketing Communication	Ex	5	2	44	0	24	0	0	20	0
24	Internet Research and Fact-checking	Ex	5	2	42	0	22	0	0	20	0
25	Copywriting with Elements of Linguistic Pragmatics	GC	3	3	24	0	0	24	0	0	0
26	Contemporary Media	GC	4	2	36	0	16	0	0	20	0
27	Storytelling	GC	4	4	40	0	0	20	0	20	0
28	Digital Customer Experience	GC	3	3	20	0	0	20	0	0	0
29	Media Planning and Marketing Campaigns	GC	4	4	42	0	0	22	0	20	0
30	Public Speaking and Debates	GC	2	2	16	0	0	16	0	0	0
31	Marketing Analytics and Data Visualization	GC	2	2	20	0	0	20	0	0	0
32	Multimedia in Marketing Creation	GC	2	2	20	0	0	20	0	0	0
33	Entrepreneurship in Practice	Ex	5	2	42	0	22	0	0	20	0
34	Elective Subject 1	GC	3	3	34	0	0	14	0	20	0
35	Elective Subject 2	GC	3	3	34	0	0	14	0	20	0
36	Elective Subject 3	GC	3	2	34	0	14	0	0	20	0
37	Elective Subject 4	GC	3	2	34	0	14	0	0	20	0
38	Introduction to Digital Media Cultures	GC	2	1	34	0	14	0	0	20	0
39	Intercultural Communication in Marketing	GC	2	2	24	0	0	14	0	10	0
40	Sustainable Communication and Green Marketing	GC	4	2	40	0	20	0	0	20	0
41	International business	GC	3	3	24	0	0	24	0	0	0
42	Global branding strategies	GC	4	4	40	0	0	20	0	20	0
43	Business Communication Strategies and Etiquette	GC	4	4	40	0	0	20	0	20	0
44	Language of Advertising	GC	4	4	40	0	0	20	0	20	0
45	Localization and Translation for the Media	GC	4	4	40	0	0	20	0	20	0
46	AI, Analytics and Automation in Marketing	GC	3	3	24	0	0	24	0	0	0
47	Diploma Seminar	GC	10	0	60	0	0	60	0	0	0
48	Vocational Apprenticeship part 1 (3 months)	GC	18	18	480	0	0	480	0	0	0
49	Vocational Apprenticeship part 2 (3 months)	GC	18	18	480	0	0	480	0	0	0
		Total	181	116	2502	186	242	532	172	400	10
						Number of hours per semester excluding Vocational Apprenticeship					

No.	I Year, sem 1: L	S	W	Lab	P	eL	ECTS	I Year, sem 2: L	S	W	Lab	P	eL	ECTS
1				60			4				60			4
2														
3														
4														
5														
6				24			2							
7								8						1
8														
9	4						0							
10														
11										30				0
12	22		20				5							
13	22		20				5							
14								22						2
15									16					1
16									20			20		4
17														
18														
19											20			2
20														
21														
22									20					1
23		24			20		5							
24									22			20		5
25										24				3
26		16			20		4							
27										20		20		4
28														
29														
30			16				2							
31														
32														
33														
34														
35														
36														
37														
38									14			20		2
39														
40														
41														
42														
43														
44														
45														
46														
47														
48														
49														
Total	48	40	56	84	40	0	27	30	92	74	80	80	0	29
				268						356				

No.	II Year, sem 3: L	S	W	Lab	P	eL	ECTS	II Year, sem 4: L	S	W	Lab	P	eL	ECTS
1														
2									14					1
3														
4		20					1							
5			10		10		1							
6														
7														
8											8			1
9														
10									20					1
11			30				0							
12														
13														
14														
15														
16														
17	22		20		20		6							
18	20		20		20		6							
19														
20									20					2
21														
22														
23														
24														
25														
26														
27														
28										20				3
29			22		20		4							
30														
31										20				2
32										20				2
33														
34			14		20		3							
35			14		20		3							
36														
37														
38														
39										14		10		2
40		20			20		4							
41										24				3
42										20		20		4
43														
44														
45														
46														
47														
48										480				18
49														
Total	42	40	130	0	130	0	28	34	20	118	8	30	0	39
				342						210				

No.	III Year, sem 5: L	S	W	Lab	P	eL	ECTS	III Year, sem 6: L	S	W	Lab	P	eL	ECTS
1														
2														
3	14						1							
4														
5														
6														
7														
8														
9														
10														
11														
12														
13														
14														
15														
16														
17														
18														
19														
20														
21	18		10			10	3							
22														
23														
24														
25														
26														
27														
28														
29														
30														
31														
32														
33		22			20		5							
34														
35														
36		14			20		3							
37		14			20		3							
38														
39														
40														
41														
42														
43			20		20		4							
44										20		20		4
45										20		20		4
46										24				3
47			30				5			30				5
48														
49										480				18
Total	32	50	60	0	80	10	24	0	0	94	0	40	0	34
				232						134				

ECTS obtained through elective courses	70	39%
ECTS obtained through courses in the humanities sciences	5	
classes involving direct participation of academic staff or other instructors		
number of classes	2430	
ECTS	97	54%
ECTS obtained through elective courses	116	64%

LEGEND:

- C Credit
- GC Graded Credit
- Ex Exam
- L Lecture
- S Seminar
- W Workshops
- Lab Laboratory / Foreign Language Workshops
- P Project
- eL e-learning (Distance Learning)

MARKINGS:

- Exam
- Project conducted according to the Project-Based Learning model
- Classes developing practical skills

subjects to choose from:

No.	Elective subjects 1-2	implementation in the semester
1	Effective Written Business Communication	3
2	The Creator Economy	3
3	Event Marketing	3

No.	Elective subjects 3-4	implementation in the semester
1	PR and Social Media Marketing	5
2	Sociology of Communication	5
3	Psychosocial Dimensions of Marketing	5