

Subject card

Subject name and code	Copywriting, PG_00152581						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Optional subject group Specialty subject group Subject group related to practical vocational preparation		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			3.0		
Learning profile	practical	Assessment form			credit		
Conducting unit	Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Maria Ryłko-Kurpiewska				
	Teachers		dr hab. Maria Ryłko-Kurpiewska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	0.0	0.0	20
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours		Self-study		SUM
	Number of study hours	20	2.0		53.0		75
Subject objectives	nie dotyczy						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	nie dotyczy			[SU5] implementation of a problem task		
	[DZiKSMU2_W07] He/she has extended knowledge of the principles and methods of creating messages appropriate for the field of study. He/she is aware of the function and effectiveness of messages and the principles of professional ethics within the framework of the conducted activity.	nie dotyczy			[SW5] implementation of a problem task		
	[DZiKSMU2_K06] He/she is ready to follow the rules of professional ethics related to his/her own work and that of others.	nie dotyczy			[SK5] implementation of a problem task		
	[DZiKSMU2_K04] He/she has the ability to think and act in an entrepreneurial manner.	nie dotyczy			[SK5] implementation of a problem task		
Subject contents	nie dotyczy						

Prerequisites and co-requisites	nie dotyczy		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	100.0%
Recommended reading	Basic literature	nie dotyczy	
	Supplementary literature	nie dotyczy	
	eResources addresses		
Example issues/ example questions/ tasks being completed	nie dotyczy		
Work placement	Not applicable		

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