

SPECIALISATIONS IN THE FIELD OF JOURNALISM AND SOCIAL COMMUNICATION



3 YEARS (6 SEMESTERS) OF BACHELOR'S DEGREE PROGRAMME

SPECIALITIES:

- Business journalism
- Journalism of social media



STUDIES ARE CONDUCTED
IN  OR IN 

SPECIALISATION: BUSINESS JOURNALISM

This is a unique programme, which is not available at other universities. It responds to the growing need to understand how the markets and businesses operate. It is designed for journalists and professionals in the field of future communication, who want to develop their careers, especially in the areas of communication, marketing, promotion, and advertising, both in the private and public sectors.

During the under-graduate studies in the field of business journalism at Vistula University, you will discover journalism workshop and communication tools and channels. You will learn how to effectively use them in brand management, how to build a company's communication strategy, and create its image. You will master the art of storytelling, or narrative marketing. You will get to know how to adapt the message to selected audiences, how to use the media, and how to co-operate with them. You will gain competences that will boost your career in many areas.



LIST OF COURSES:

- Information and communication technologies in business,
- Public Relations and integrated marketing communication,
- Brand management and storytelling,
- Content marketing,
- Corporate communication,
- Design and management of corporate media,
- Workshop – web design,
- Workshop – conducting interviews,
- Workshop – press photography,
- Workshop – journalistic forms and genres.



SPECIALISATION: JOURNALISM OF SOCIAL MEDIA

This is a special programme, designed for people interested in broadly understood communication through social media, which has become a range of powerful media and business tools. Their dynamic development has caused a real explosion of new, interesting activities and careers.

The Social Media Journalism Programme at Vistula University responds to the growing demand for professional social media managers. In the course, you will find out how the production, distribution, and use of information through social platforms, shapes our lives. You will learn visual communication and production techniques, along with digital content editing. You will get to know how to create social media content and manage website traffic.

You will study how to use multimedia and mobile media for the purposes of advertising, public relations, film or television. You will learn the principles of designing and running a website, blog, or company profile on Facebook, Instagram, and Twitter. You will also gain the knowledge of how to optimise content on the Internet.

You will develop the competences of the future, which will enable you to fulfill yourself in your chosen field.



LIST OF COURSES:

- Communication in social media,
- Content on social media,
- Production of social media,
- Advertising and branding in social media,
- Campaigns in social media,
- Social media strategies,
- Journalism workshop – web design,
- Workshop – conducting interviews,
- Workshop – press photography,
- Workshop – journalistic forms and genres.



Journalism and Social Communication studies at Vistula University have been designed to prepare you for a future profession, in the best possible way. The acquired knowledge, competences and practice, will allow you to find a job in the media or create your own media. You will be able to expand a career in companies, where contact with the media is part of the work.

See for yourself that Vistula is the best university in practice. Find out the benefits of studying Journalism and Social Communication.

BENEFITS OF STUDYING JOURNALISM		
READY TO REPORT	A BUSINESS APPROACH	EXPERT KNOWLEDGE
<p>You will learn analytical and critical thinking. You will master journalistic workshops and various communication channels. You will be prepared for the profession of a press, radio, television, or internet journalist. The competencies that you will develop, will open the door to your career in the area of broadly understood communication.</p>	<p>At Vistula University, you will gain knowledge and practical skills, which will allow you to be professionally fulfilled in any medium. You will also be able to effectively manage your own media, thanks to proficiency in the interpretation of contemporary economic and business trends.</p>	<p>You will learn the specifics of the work of a journalist of various media (TV, press, radio, Internet) and you will be able to use new technologies in the profession. You will master the language of economics, finance, marketing, and advertising.</p>

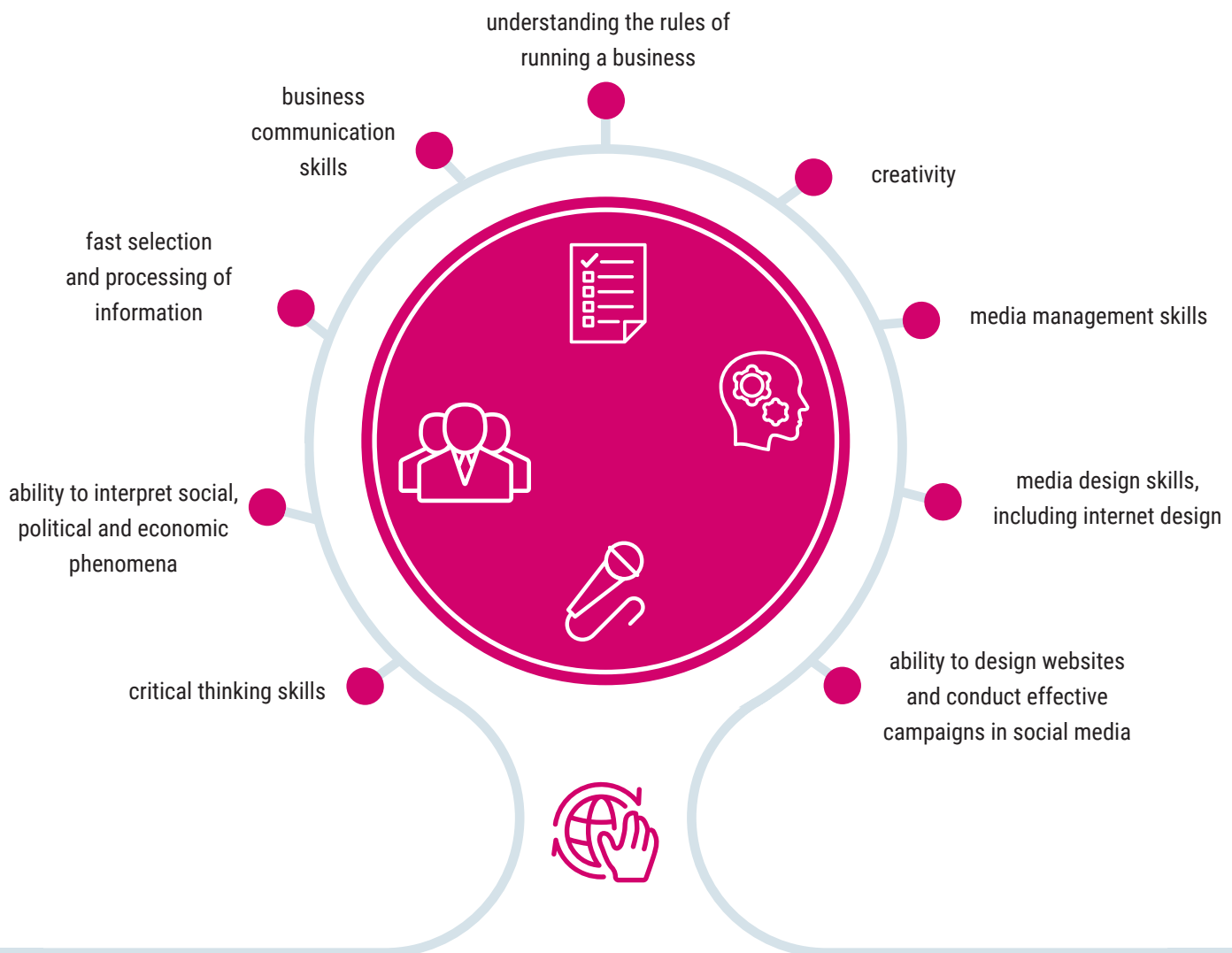
JOB OPPORTUNITIES



After graduating with a degree in Journalism and Social Communication, you will be able to develop as:

- a journalist of the press, television, radio, or internet editorial office;
- an independent journalist in new media, such as YouTube and Facebook;
- a PR specialist;
- a PR manager;
- a communications specialist in marketing departments;
- a spokesperson;
- a specialist in the promotion and communication departments of public and local government institutions;
- a magazine editor for the company's employees and clients;
- an employee of an international corporation;
- a co-creator of services for financial markets;
- a social media specialist;
- a social media manager;
- an editor in press offices and publishing houses;
- a creative employee in advertising agencies, press conferences organiser;
- an associate of foreign media;
- a freelancer on social networking sites, a blogger.

ACQUIRED COMPETENCES AND SKILLS IN JOURNALISM AND SOCIAL COMMUNICATION



INTERNATIONAL OFFICE



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