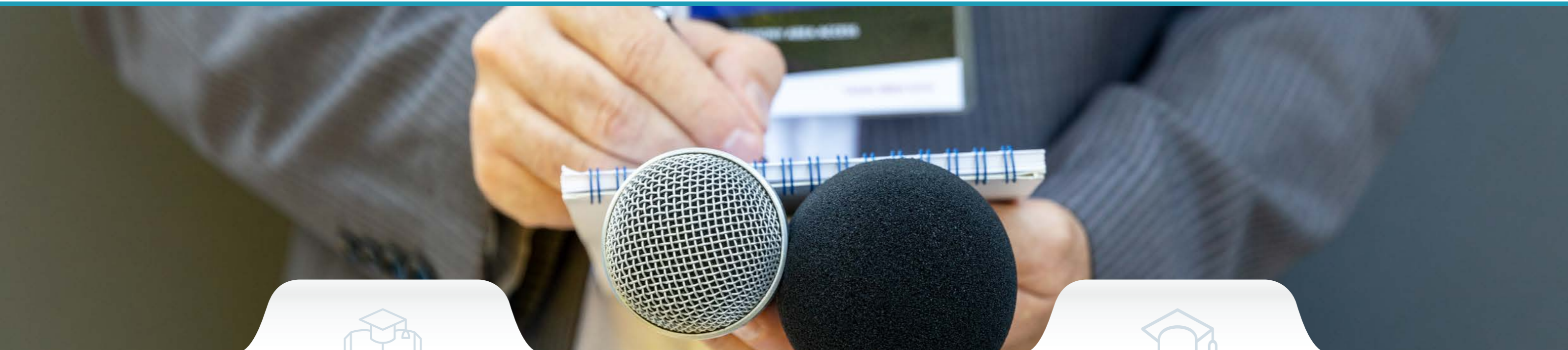




JOURNALISM AND SOCIAL COMMUNICATION

PROFILE: PRACTICAL | DEGREE: BACHELOR | PROGRAM FOR 2024/2025 INTAKE



FULL-TIME STUDIES

3-year studies – 6 semesters

TOTAL NUMBER OF HOURS AND ECTS

ECTS credits: 180
No. of hours: 2730



PART-TIME STUDY




3-YEAR STUDIES – 6 SEMESTERS

TOTAL NUMBER OF HOURS AND ECTS

ECTS credits: 180
No. of hours: 2110

LEGEND

FORM OF CREDIT: E – Exam, ZO – Graded credit, Z – Non-graded credit

 COURSE TITLE	SEMESTER I									
	 FULL-TIME STUDIES					 PART-TIME STUDY				
	Lecture	Practical classes (eg. workshop)	Seminar	E-learning	ECTS	Form of credit	Lecture	Practical classes (eg. workshop)	Seminar	E-learning
Introduction Module: • Introduction to Vistula University • OHS training; • Library training; • Business etiquette; • Introduction to Intercultural Communication				60	2	ZO				30
Information Technology				30	2	ZO				60
Introduction to Management	15				2	ZO	10			
Journalism and business ethics			15		2	ZO		10		
Media systems and markets			15		2	ZO		10		
Workshop Journalism - Editorial Office Management			15		2	ZO		10		
Workshop Journalism - form and genre		15			2	ZO		10		
Investigative journalism			15		2	ZO		10		
Corporate communication			15		2	ZO		10		
Introduction to Artificial Intelligence			15		2	ZO		10		
Workshhop Journalism - Introduction to image and Sound Processing		15			3	ZO		10		
Workshop Journalism - Social media		15			3	ZO		10		
Foreign language I		30			4	ZO		20		
	TOTAL: 15	TOTAL: 75	TOTAL: 90	TOTAL: 90	TOTAL: 30		TOTAL: 10	TOTAL: 50	TOTAL: 60	TOTAL: 90



COURSE TITLE

SEMESTER II



FULL-TIME STUDIES



PART-TIME STUDY

COURSE TITLE	FULL-TIME STUDIES				ECTS	Form of credit	PART-TIME STUDY			
	Lecture	Practical classes (eg. workshop)	Seminar	E-learning			Lecture	Practical classes (eg. workshop)	Seminar	E-learning
Politics in the Media		30			2	Z0		20		
Press and Copyright Law	30				2	Z0	20			
Introduction to Economics		30			2	E		20		
Philosophy	30				5	E	20			
Workshop Journalism - research		30			2	Z0		20		
Workshop Journalism - Radio		30			2	Z0		20		
Workshop Journalism - Journalism in Internet		30			2	Z0		20		
Workshop Journalism - TV		30			2	Z0		20		
Foreign language I		30			2	Z0		20		
Second foreing language 1: written and communication skills		45			5	Z0		30		
Second foreing language 1: oral communication skills		45			4	Z0		30		
	TOTAL: 60	TOTAL: 300	TOTAL: 0	TOTAL: 0	TOTAL: 30		TOTAL: 40	TOTAL: 200	TOTAL: 0	TOTAL: 0



COURSE TITLE

SEMESTER III













FULL-TIME STUDIES




PART-TIME STUDY

COURSE TITLE	FULL-TIME STUDIES				ECTS	Form of credit	PART-TIME STUDY			
	Lecture	Practical classes (eg. workshop)	Seminar	E-learning			Lecture	Practical classes (eg. workshop)	Seminar	E-learning
Language in media	30				3	Z0	20			
Marketing			30		3	Z0			20	
History of Media	30				4	Z0	20			
Geopolitics			30		4	Z0			20	
Workshop Journalism - Public speaking		30			3	Z0		20		
Workshop Journalism - press photo 1		20			3	Z0		10		
Workshop - Spokesman		30			3	Z0				
Physical education		30				Z		20		
Second Foreign Language 2		60			4	Z0		40		
History and Language of the Second Language Area			30		3	Z0			20	
	TOTAL: 60	TOTAL: 170	TOTAL: 90	TOTAL: 0	TOTAL: 30		TOTAL: 40	TOTAL: 90	TOTAL: 60	TOTAL: 0

 COURSE TITLE	SEMESTER IV									
	 FULL-TIME STUDIES						 PART-TIME STUDY			
	Lecture	Practical classes (eg. workshop)	Seminar	E-learning	ECTS	Form of credit	Lecture	Practical classes (eg. workshop)	Seminar	E-learning
Media projects		30			2	Z0		20		
Workshop - press photo 2		20			2	Z0		10		
Workshop - Conducting interviews		30			2	Z0		20		
Elective subject from the University-Wide offer		30			2	Z0		20		
Physical education		60				Z				
Second Foreign Language 3		60			4	Z0		40		
Second Foreign Language in Corporate Culture		30			2	Z0		20		
Proseminary		15			2	Z0		15		
 INTERNSHIP										
Internship		320			10	Z		320		
 SPECIALIZATIONS TO CHOOSE										
SPECIALIZATION BUSINESS JOURNALISM										
PR and integrated marketing communication		30			2	Z0		20		
Marketing as Media Communication	30				2	Z0	20			
SPECIALIZATION SOCIAL MEDIA JOURNALISM										
Social Media Communication		30			2	Z0		20		
Social Media Content	30				2	Z0	20			
	TOTAL: 60	TOTAL: 655	TOTAL: 0	TOTAL: 0	TOTAL: 34		TOTAL: 40	TOTAL: 505	TOTAL: 0	TOTAL: 0

 COURSE TITLE	SEMESTER V									
	 FULL-TIME STUDIES						 PART-TIME STUDY			
	Lecture	Practical classes (eg. workshop)	Seminar	E-learning	ECTS	Form of credit	Lecture	Practical classes (eg. workshop)	Seminar	E-learning
Workshop Journalism - Internet projects		30			2	Z0		20		
Workshop of foreign correspondent		30			2	Z0		20		
Elective subject from the University-Wide offer		30			2	Z0		20		
Elective subject from the University-Wide offer		30			2	Z0		20		
Second Foreign Language in Literature, Film and the Arts			30		2	Z0			20	
Second Foreign Language 4		60			3	Z0		40		
BA Diploma Seminar 1		30			3	Z0		20		
 INTERNSHIP										
Internship		320			10	Z		320		
 SPECIALIZATIONS TO CHOOSE										
SPECIALIZATION BUSINESS JOURNALISM										
Corporate Communication		30			2	Z0		20		
Brand management and Brand Storytelling		30			2	Z0		20		
SPECIALIZATION SOCIAL MEDIA JOURNALISM										
Social Media Production		30			2	Z0		20		
Social Media Advertising and Branding		30			2	Z0		20		
	TOTAL: 0	TOTAL: 650	TOTAL: 30	TOTAL: 0	TOTAL: 34		TOTAL: 0	TOTAL: 540	TOTAL: 20	TOTAL: 0

 COURSE TITLE	SEMESTER VI										
	FULL-TIME STUDIES							PART-TIME STUDY			
	Lecture	Practical classes (eg. workshop)	Seminar	E-learning	ECTS	Form of credit	Lecture	Practical classes (eg. workshop)	Seminar	E-learning	
Second Foreign Language 5		60			3	Z0		40			
Literature of the Second Language Area			30		3	Z0			20		
BA Diploma Seminar 2		30			10	Z0		20			
Exam	5				0	E	5				
INTERNSHIP											
Internship		320			10	Z		320			
SPECIALIZATIONS TO CHOOSE											
SPECIALIZATION BUSINESS JOURNALISM											
Content Marketing		30			2	Z0		20			
Corporate Media design and management		30			2	Z0		20			
SPECIALIZATION SOCIAL MEDIA JOURNALISM											
Social Media Campaigns		30			2	Z0		20			
Social Media Strategy		30			2	Z0		20			
	TOTAL: 5	TOTAL: 530	TOTAL: 30	TOTAL: 0	TOTAL: 34		TOTAL: 5	TOTAL: 460	TOTAL: 20	TOTAL: 0	