

Kolegium Mediów i Komunikacji Społecznej
 kierunek:
 poziom:
 tytuł zawodowy nadawany absolwentom:
 profil:
 forma:

DIGITAL MARKETING
 studia drugiego stopnia
 magister
 praktyczny
 studia niestacjonarne



DM.MNP.2026_Z

Rozpoczynający studia w roku akademickim: 2026/2027

| L.p. | Nazwa przedmiotu | Forma zaliczenia | ECTS | ECTS PZ | Godziny zajęć | | | | | | | | | | | I Rok | | | | | | | | | | | II Rok 1/2 | | | | | |
|--|---|------------------|------|---------|---------------|-------|-----|-----|----|-----|----|------|-------|----|----|-------|-----|----|-------|----|----|-----|----|-------|----|------|------------|----|----|----|----|----|
| | | | | | Razem | w tym | | | | | | | sem 1 | | | | | | sem 2 | | | | | sem 3 | | | | | | | | |
| | | | | | | W | K | C | L | P | eL | ECTS | W | K | C | L | P | eL | ECTS | W | K | C | L | P | eL | ECTS | | | | | | |
| Przedmioty ogólnouniversyteckie | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | Język obcy | ZAO, EGZ | 8 | 0 | 60 | 0 | 0 | 0 | 36 | 0 | 24 | | | | | | | | | | | | | | | | | | | | | |
| 2 | Bezpieczeństwo i higiena warunków kształcenia | ZAL | 0 | 0 | 4 | 4 | 0 | 0 | 0 | 0 | 0 | 4 | | | | | | | | | | | | | | | | | | | | |
| Przedmioty podstawowe | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Etyka biznesu i marketingu | EGZ | 4 | 0 | 34 | 14 | 0 | 0 | 0 | 20 | 0 | 14 | | | | | | | | | | | | | | | | | | | | |
| 4 | Critical thinking (ang) | ZAO | 1 | 0 | 10 | 10 | 0 | 0 | 0 | 0 | 0 | 10 | | | | | | | | | | | | | | | | | | | | |
| 5 | Metodologia badań | ZAO | 2 | 1 | 20 | 0 | 10 | 10 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 6 | Digital media | EGZ | 1 | 0 | 12 | 0 | 12 | 0 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 7 | Podstawy digital marketingu | EGZ | 3 | 0 | 32 | 12 | 0 | 0 | 0 | 0 | 20 | 12 | | | | | | | | | | | | | | | | | | | | |
| 8 | Strategie marketingowe | ZAO | 2 | 2 | 14 | 0 | 0 | 14 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 9 | Content marketing | ZAO | 1 | 1 | 12 | 0 | 0 | 12 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 10 | Nowe technologie i AI w marketingu | ZAO | 1 | 0 | 10 | 0 | 10 | 0 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 11 | Zarządzanie projektem marketingowym | ZAO | 3 | 3 | 25 | 0 | 0 | 0 | 0 | 25 | 0 | | | | | | | | | | | | | | | | | | | | | |
| Przedmioty kierunkowe | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | Podstawy programmatic/RTB & display advertising | EGZ | 4 | 3 | 34 | 0 | 14 | 0 | 0 | 20 | 0 | 14 | | | | | | | | | | | | | | | | | | | | |
| 13 | Prawo internetu | ZAO | 1 | 0 | 12 | 0 | 12 | 0 | 0 | 0 | 0 | 12 | | | | | | | | | | | | | | | | | | | | |
| 14 | Mediaplanning | ZAO | 1 | 1 | 12 | 0 | 0 | 12 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 15 | E-mail marketing | ZAO | 1 | 1 | 12 | 0 | 0 | 12 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 16 | Reklama i kampanie reklamowe | ZAO | 2 | 2 | 14 | 0 | 0 | 14 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 17 | Mobile marketing | ZAO | 1 | 0 | 12 | 0 | 12 | 0 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 18 | Social media i influencer marketing | ZAO | 3 | 2 | 32 | 0 | 12 | 0 | 0 | 20 | 0 | 12 | | | | | | | | | | | | | | | | | | | | |
| 19 | Analityka webowa i user experience | ZAO | 2 | 2 | 14 | 0 | 0 | 14 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 20 | Search engine marketing | ZAO | 2 | 2 | 14 | 0 | 0 | 14 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 21 | Specyfika i wyzwania e-commerce | ZAO | 1 | 0 | 20 | 0 | 0 | 0 | 0 | 0 | 20 | | | | | | | | | | | | | | | | | | | | | |
| 22 | Kreacja na potrzeby mediów cyfrowych | ZAO | 2 | 2 | 18 | 0 | 0 | 0 | 18 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 23 | Przedmiot do wyboru 1 | EGZ | 3 | 2 | 34 | 0 | 14 | 0 | 0 | 20 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 24 | Przedmiot do wyboru 2 | ZAO | 1 | 1 | 12 | 0 | 0 | 12 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 25 | Przedmiot do wyboru 3 | ZAO | 1 | 1 | 12 | 0 | 0 | 12 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 26 | Przedmiot do wyboru 4 | EGZ | 3 | 2 | 34 | 0 | 14 | 0 | 0 | 20 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 27 | Przedmiot do wyboru 5 | ZAO | 1 | 1 | 12 | 0 | 0 | 12 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 28 | Przedmiot do wyboru 6 | ZAO | 1 | 1 | 12 | 0 | 0 | 12 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 29 | Seminarium dyplomowe | ZAO | 18 | 0 | 60 | 0 | 0 | 60 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 30 | Praktyka zawodowa cz 1. (1,5 miesiąca) | ZAO | 9 | 9 | 240 | 0 | 0 | 240 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| 31 | Praktyka zawodowa cz 2. (1,5 miesiąca) | ZAO | 9 | 9 | 240 | 0 | 0 | 240 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | |
| Razem | | | 92 | 48 | 1083 | 40 | 110 | 210 | 54 | 125 | 64 | 40 | 60 | 52 | 18 | 60 | 20 | 26 | 0 | 36 | 90 | 18 | 20 | 12 | 32 | 0 | 14 | 68 | 18 | 45 | 32 | 34 |
| Liczba godzin w semestrze z wyłączeniem praktyki zawodowej | | | | | | | | | | | | 250 | | | | | 176 | | | | | 177 | | | | | | | | | | |

| | | |
|---|------|-----|
| ECTS za zajęcia do wyboru | 36 | 39% |
| ECTS za zajęcia z dziedziny nauk humanistycznych | 5 | |
| zajęcia prowadzone z bezpośrednim udziałem nauczycieli i studentów: | | |
| godziny zajęć | 1023 | |
| ECTS | 41 | 44% |
| ECTS za zajęcia kształtujące umiejętności praktyczne | 48 | 52% |

LEGENDA:

- ZAL Zaliczenie
- ZAO Zaliczenie z oceną
- EGZ Egzamin
- W Wykład
- K Konwersatorium
- C Ćwiczenia
- L Laboratorium/Lektorat
- P Projekt
- eL e-Learning (kształcenie na odległość z przewagą interakcji asynchronicznej)

OZNACZENIA:

- egzamin
- projekt realizowany zgodnie z modelem Project-Based Learning
- zajęcia kształtujące umiejętności praktyczne

przedmioty do wyboru:

| Lp. | Przedmiot do wyboru 1 (wybór 1 z 2) | realizacja w semestrze |
|-----|---|------------------------|
| 1 | Zarządzanie marką | 2 |
| 2 | Zarządzanie kryzysowe w mediach cyfrowych | 2 |

| Lp. | Przedmioty do wyboru 2 i 3 (wybór 2 z 3) | realizacja w semestrze |
|-----|--|------------------------|
| 1 | Design w marketingu | 2 |
| 2 | Wystąpienia publiczne i live streaming | 2 |
| 3 | Design thinking | 2 |

| Lp. | Przedmiot do wyboru 4 (wybór 1 z 2) | realizacja w semestrze |
|-----|-------------------------------------|------------------------|
| 1 | Event marketing | 3 |
| 2 | Zachowania konsumentów | 3 |

| Lp. | Przedmioty do wyboru 5 i 6 (wybór 2 z 3) | realizacja w semestrze |
|-----|--|------------------------|
| 1 | Zarządzanie zespołem | 3 |
| 2 | Personal branding | 3 |
| 3 | Copywriting & webwriting | 3 |