

**STUDY PROGRAMME**

Faculty:  
Field of study:  
Profile:  
Level of qualifications:  
Mode of studies:  
Number of specialisations:  
As of:

**Faculty of Management, University of Lodz**  
**Digital Communication and Social Media for Management**  
**Practical**  
**Bachelor (1st-cycle studies)**  
**Full-time**  
**-**  
**2022**

Year	Semester	Course	CODE	Programme details										Exam / Assessment after semester	ECTS	
				Number of hours												
				Lecture	Tutorial	Workshop	Foreign Language Class	IT Laboratory	Internship	Bachelor Seminar	Physical Education	Elective Course	Total			
W	C	WR	L	LI	PR	SL	WF									
I	1	Economics	0800-MFEZAN	50										50	Exam	5
	1	Fundamentals of Finance	0800-MFDZAN	30										30	Exam	3
	1	Introduction to Management	0800-MFIZAN		36									36	Assessment	6
	1	IT Tools for Business	0800-MFTZAN					15						15	Assessment	3
	1	Organization Theory	0800-MFOZAN	30	18									48	Exam	6
	1	Physical Education									30			30	Assessment	-
	1	Understanding Business	0800-MFUBZAN		36									36	Assessment	6
<b>after the 1st semester:</b>											<b>hours:</b>	<b>245</b>	<b>ECTS:</b>	<b>29</b>		
I	2	Applied Mathematics and Statistics for Business	0800-MFMZAN	30	30									60	Exam	8
	2	Basics of Media	0800-DBMZAN			15								15	Assessment	3
	2	Foreign Language in Business	0800-1J_ZAN				60							60	Assessment	3
	2	Business Environment	0800-DBEZAN			15								15	Assessment	3
	2	Issues in Business	0800-MFILZAN		24									24	Exam	4
	2	Market & Marketing	0800-DMMZAN	20	18									38	Assessment	5
	2	Organizational Behaviour	0800-MFRZAN		30									30	Assessment	5
2	Physical Education									30			30	Assessment	-	
<b>after the 2nd semester:</b>											<b>hours:</b>	<b>272</b>	<b>ECTS:</b>	<b>31</b>		
II	3	Foreign Language in Business	0800-2J_ZAN				60							60	Exam	4
	3	Data Protection and Cybersecurity	0800-DDPZAN			15								15	Exam	3
	3	Digital Economy and Commerce	0800-DDEZAN	30										30	Assessment	3
	3	Digital Technologies	0800-DDTZAN	15	15									30	Assessment	4
	3	Inbound Marketing	0800-DIMZAN			20								20	Exam	4
	3	Innovation Business Models	0800-DIBZAN			15								15	Exam	3
	3	Market Research and Data-Driven Decisions	0800-DMRZAN	15	15									30	Exam	4
3	Marketing Communication	0800-DMCZAN	30										30	Assessment	3	
<b>after the 3rd semester:</b>											<b>hours:</b>	<b>230</b>	<b>ECTS:</b>	<b>28</b>		
II	4	Bachelor Seminar	0800-_SOZAN								6			6	Assessment	1
	4	Customer Experience	0800-DCEZAN			15								15	Assessment	3
	4	Customer Behaviour	0800-DCBZAN			15								15	Exam	3
	4	Social Media Management	0800-DSMZAN	15	15									30	Assessment	4
	4	Social Media Toolbox	0800-DSTZAN		30									30	Assessment	5
	4	Elective Course (External I)												0	not defined	6
	4	Elective Course (Humanistic)												0	not defined	5
4	Elective Course (Internal I)				15								15	Assessment	3	
4	Elective Course (Internal II)				15								15	Assessment	3	
<b>after the 4th semester:</b>											<b>hours:</b>	<b>126</b>	<b>ECTS:</b>	<b>33</b>		
III	5	Bachelor Seminar	0800-_S1ZAN								30			30	Assessment	5
	5	Internship	0800-5PRZAN						720					720	Assessment	24
<b>after the 5th semester:</b>											<b>hours:</b>	<b>750</b>	<b>ECTS:</b>	<b>29</b>		
III	6	Bachelor Seminar	0800-_S2ZAN								30			30	Exam	5
	6	Crisis in Social Media	0800-DCSZAN			15								15	Assessment	3
	6	Graphics and Design	0800-DGDZAN		15									15	Assessment	3
	6	Influencer Marketing	0800-DINZAN	30										30	Exam	3
	6	Social Media Ads and Analytics	0800-DSAZAN			15								15	Assessment	3
	6	Elective Course (External II)												0	not defined	6
	6	Elective Course (Internal III)				15								15	Assessment	3
6	Elective Course (Internal IV)				15								15	Assessment	3	
6	Elective Lecture												0	not defined	3	

		after the 6th semester:								hours:	135	ECTS:	32	
											hours:	1758	ECTS:	182

The student is also obliged to go through the Health and Safety and Firefighting training as well as a training regarding intellectual property and copyrights (e-learning)