

Szczegółowe informacje o seminarium ¹		
Subject:	Communication 5.0 - the use of modern strategies and tools for brand management, creating its image and relationships with customers on the classic and virtual markets.	
Group of Directions:	Degree of study:	Study mode:
	1st degree	stationary
Name of the Direction:	Digital Communication and Social Media for Management	
Specialty:		
Promoter:	dr Kinga Stopczyńska	
Description of the seminar topics:		
<p>The main motto of the seminar - <i>"Success lies in passion and the sense of freedom to express it."</i></p> <p>The seminar is dedicated to students who value creativity, passion and actions that go beyond the rigid patterns of action. The aim of the seminar is primarily to combine students' individual passions and interests with the scientific work they will prepare during the seminar - so that the year of work on it will be crowned with success and a sense of satisfaction.</p> <p>The topic of the seminar is dedicated to students interested in an innovative approach to brand (company) management, non-standard techniques and tools of broadly understood marketing communication, brand (company) creation and management at its many levels - development, relationality, uniqueness.</p> <p>It is an excellent choice for people who are interested in virtual communication in the broadly understood social media space and the development of this market, as well as new digital technologies implemented by companies into their market operations.</p> <p>One of the aspects discussed during the seminar will be the operation of organizations in the virtual space, and therefore building their position on the market, communication in social media, managing them, using them to create not only their position in the minds of customers, but also broadly understood success. Each participant will have the opportunity to benefit from the Promoter's experience, not only as a scientist, but also as a business practitioner.</p> <p>While writing the thesis, there will of course also be the opportunity to cooperate with the mentors of the Scientific Council of our Direction.</p> <p>The topics discussed in the work are always initiated by the students themselves (they must feel comfortable while writing their work). That's why everyone chooses the thematic area that best fits their interests and together we give the final shape to the work so that creating it is a pleasure at every stage of the process.</p> <p>The topic of the work may concern both activities on the classic market and online activities. Topics may be related to broadly understood social media, influencer marketing, design marketing, relationship marketing, building a personal brand, AI - but these are just some of the many examples of areas we can cover during the seminar. We can transform any thematic area that is a student's passion into a thesis topic that he or she can finally work on.</p> <p>The seminar will certainly be of interest to people who plan to connect their future with business practice with an emphasis on management in the broadly understood area of marketing - marketing communications, public relations (including niche crisis PR), media relations, social media, design, advertising agencies (classic and interactive), and take care of brands in a very professional way.</p> <p>Each seminar meeting offers a great opportunity for development, combining theoretical knowledge with high-level business practice, supported by years of experience of the promoter in this field.</p> <p>The proposed seminar gives you the opportunity to prepare unconventional, unique works that are</p>		

¹ Promotor ma możliwość usunięcia pól / dodania własnych pól w szczegółowych informacjach o seminarium.

the quintessence of the authors' interests and their knowledge - thus giving great satisfaction.		
Entrance requirements/preferences for the seminar		Number of students:
Without limits.		12
Additional learning outcomes in the field of:		Code
Knowledge	Has knowledge of the evolution of organizations, including trends resulting from socio-economic changes and technology development	S1P_W09
	Has basic knowledge of methods of managing relationships between individuals	S1P_W03
	elements of the organization and the organization's relations with the environment	S1P_W01
Skills	Uses basic theoretical knowledge in the field of management for a detailed description and practical analysis of selected organizational processes and phenomena.	S1P_U02
	Is able to predict the practical effects of specific processes and social phenomena in the area of organizational management using methods and techniques of work organization and organization improvement	S1P_U04
	Has the ability to prepare written works in Polish and a modern foreign language regarding implemented activities, using various sources of information.	S1P_U09
	Has the ability to understand and analyze organizational phenomena and processes.	S1P_U08
Social competences	Understands the need for permanent education and improvement of own qualifications, both in technical and social contexts	S1P_K01
	Is able to appropriately participate in the team's work, taking into account and understanding the specific nature of its functioning	S1P_K05
	Able to think and act in an entrepreneurial manner	S1P_K07
	He is open to innovation	
Detailed item description:		
Program content (topics/class problems):		L.g. didactic
1. Zero seminar – 1st meeting 2. Social media management and social media marketing 3. Internet Communities - Web 1.0, Web 5.0 - determinants of development, current situation and development forecasts. 4. Influencer marketing, or how to create a brand and customer engagement with the help of influencers. 5. Social Media Management – managing channels on websites such as Facebook, Instagram, TikTok, X, LinkedIn, YouTube, Pinterest, etc. 6. AI in communicating with customers and creating the competitive position of brands		66

<p>7. Blogging</p> <p>8. Creating personal brands - Personal Branding</p> <p>9. Social Commerce and Live Commerce</p> <p>10. Messenger, WhatsApp marketing - communication with customers via instant messengers</p> <p>11. Relationship Marketing - i.e. creating relationships with customers on the classic and online markets</p> <p>12. Corporate Social Responsibility - activities of socially responsible brands based on the example of organizational successes on the Polish and global markets</p> <p>13. Experience Marketing/Customer Behavior - changing customer attitudes and behaviors by stimulating them with modern communication solutions - including brand management activities on social networking sites.</p> <p>14. Guerilla Marketing</p> <p>15. Employer Branding</p> <p>16. Internal marketing and motivational systems - the role of building the personality of the organization in creating its market position</p> <p>17. Integrated marketing communication - Advertising/Ambient media - marketing communication as a system of activities based on the synergy of standard promotional activities and modern communication focused around the forms of non-standard solutions</p> <p>18. Public Relations/online Public Relations - Creating a company/brand image - building the company's market position using image activities based on the latest market and scientific achievements - using e-space to implement a success strategy.</p> <p>19. Crisis Public Relations</p> <p>20. Communication on the design and Fashion PR market.</p> <p>21. e-Marketing/inbound marketing - origins and importance in modern company strategies based on permission marketing. Ways to inspire the client to look for information and strategies for sharing it. Creating the company's image using inbound marketing</p> <p>22. Cooperation with the media - media relations, i.e. analysis of the classic media market and the modern media market, focused around the virtual space (broadly understood social media) and the principles of creating a communication mix based on excellent quality media relations.</p> <p>23. Marketing strategies on international markets</p> <p>24. Ethics in marketing communication - the role of ethics in creating communication messages - black PR</p> <p>25. Rules for creating a diploma thesis - basics of writing a thesis, methodology of research conducted for the purposes of the thesis</p>	
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Additional literature:

Mandatory:

1. K Stopczyńska: Influencer marketing in the era of new media, Publishing house UŁ, Łódź, 2021

2. K. Stopczyńska: Creating a brand image using modern forms of marketing communication. Second updated edition, Publishing house SIZ, Łódź, 2021

The recommended literature will depend on the topic of the bachelor's thesis - it is selected individually for each student

Recommended:

The recommended literature will depend on the topic of the bachelor's thesis - it is selected individually for each student

Method of calculating the semester/final grade for the subject (algorithm):

Credit is given on the basis of successively completed chapters of the work. The final grade is the grade resulting from the substantive content of the work.