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| **Subjects** | **Possible teaching weeks** |
| ***Applied Communication*** | |
| **Autumn semester 2019** | |
| **Social Media Communication**  General goal of the course: Students will develop social media communication plans and practice digital communication using online tools such as Facebook, Twitter, LinkedIn, Kickstarter, YouTube, Flickr, Digg, and Tumblr. | 16-20 September;  23-27 September; 30 September – 4 October; 7-11 October; 21-25 October; |
| **Public Speaking**  The aim of the course is to acquaint students with the basics of public speaking theory and practice, eloquence of speech, with the main communication processes, ways, especially with the preparation of the public speaking and ways of speaking, text composition, the creation of the text of the public speaking, to emphasize the importance of listening, to familiarize the listeners. | 16-20 September;  23-27 September; 30 September – 4 October; 7-11 October; 21-25 October;  9-13 December |
| **Development and Management of Communication Projects**  During this course, students are provided with the basic principles of communication projects in the context of a global knowledge society and its elements - modern, socially responsible organizations. During theoretical and practical lectures, students learn to develop a communication project plan, to implement a project, to develop creativity and critical thinking. | 16-20 September;  23-27 September; 30 September – 4 October; 7-11 October; 21-25 October;  9-13 December |
| **Spring semester 2020** | |
| **Journalism**  The subject of journalism discusses the principles, competences, rights and duties of a journalist. Students get acquainted with journalism as information management and creative activity, they are introduced to the possibilities of the field of activities of the journalist and genres. During the course students will gain knowledge about the methods of gathering information and learn how to use it in creating and analysing journalistic news texts. | 17-21 February  24-28 February  2-6 March  9-13 March  27-30 April  4-8 May  11-15 May |
| **Crisis Management and Communication**  The subject provides students with an opportunity to find out what the crisis is, how to foresee crises and plan their actions in case of a crisis, how to communicate in case of a crisis; discuss how different organizations respond to crises and analyse real examples of specific organizations' crises and communication. | 24-28 February  2-6 March  9-13 March  27-30 April  4-8 May  11-15 May |
| **Intercultural Communication**  This study subject helps to provide students a firm basis for comprehension of peculiarities of intercultural communication. During this study subject students find main factors determining cultural identity and discuss the diversity of aspects of intercultural communication. Students apply their knowledge and skills in variuos situations: analysing and evaluating communicative situations and formulating conclusions based on the results of analysis of scientific references and practical use of them. | 17-21 February  24-28 February  2-6 March  9-13 March  27-30 April  4-8 May  11-15 May |
| **Creation of Public Relations**  The course in Creation of Public Relations is focused on the development of practical skills, i.e. the ability to carry out the process of public relations in a organization, including internal and external communication, as well as the stages of strategic communication management (research, planning, implementation and assessment of communicative activities). Students acquire knowledge on how to manage traditional and crisis situations in the organization, get acquainted with the media representatives and the peculiarities of target groups, possibilities of the use of interactive tools of public relations in the context of global and socially responsible society. | 10-14 February  17-21 February  24-28 February  2-6 March  9-13 March  27-30 April  4-8 May  11-15 May |