



Państwowa Akademia
Nauk Stosowanych
w Krośnie

Course catalogue for Erasmus students

Internet Marketing

Academic year 2024/2025

Winter semester 2024/2025

Course name in English (in Polish)	Year of study, semester of study in the cycle	Number of hours, form of classes	ECTS	Form of credit	Language of the subject
Development of a utility text (Opracowanie tekstu użytkowego)	I, 1	30h - recitation class	2	credit	PL/ENG
Foreign language course (Lektorat języka obcego)	II, 3	30h - language course	2	credit	ENG
Specialised Language (Media and marketing) (Język specjalistyczny (Media and marketing))	III, 5	30h - workshop	2	credit	ENG
Fanpage management (Zarządzanie fanpage (specjalność Content Creator))	III, 5	45h - design class	2	credit	PL/ENG

Spring semester 2024/2025

Course name in English (in Polish)	Year of study, semester of study in the cycle	Number of hours, form of classes	ECTS	Form of credit	Language of the subject
Fundamentals of webpage building (Podstawy projektowania stron internetowych)	I,2	15h lecture, 30h design class	4	credit	PL/ENG
Introduction to social media (Wprowadzenie do mediów społecznościowych)	I,2	15h lecture, 15h design class	3	credit	PL/ENG
Argumentation and critical thinking Argumentacja i krytyczne myślenie	I,2	30 workshop exercises	2	credit	ENG
Foreign language course (Lektorat języka obcego)	II,4	30h language course	2	credit	ENG
Creative writing (Warsztat pisanie twórczego)	II,4	30h workshop	2	credit	PL/ENG
Artificial intelligence in marketing (Sztuczna inteligencja w marketing)	II,4	15h lecture	1	credit	PL/ENG
Storytelling and stereotypes in marketing communication	II,4	10h lecture, 20h design class	2	credit	PL/ENG

(Storytelling i stereotypy w komunikacji marketingowej)					
Specialised Language (Media and marketing) Język specjalistyczny (Media and marketing)	III,6	30h workshop	2	exam	ENG
Advertising on Social Media Reklama w Social Media (specjalność Content Creator)	III,6	45h design class	4	credit	PL/ENG

Optional courses

Courses are implemented in the winter semester and spring semester, provided a minimum of 5 students participate.

Course name in English (in Polish)	Year of study, semester of study in the cycle	Number of hours, form of classes	ECTS	Form of credit	Language of the subject
Polish for Foreigners	For Erasmus students only	15 class	2	credit	ENG
Introduction to Poland	For Erasmus students only	15 class	2	credit	ENG
Lean management	For Erasmus students only	15 class	2	credit	ENG
Work improvements with AI solutions	For Erasmus students only	15 class	2	credit	ENG

Supplementary courses

Students pursuing a degree in Internet Marketing can also choose courses from the catalog of the Management major.