



Państwowa Akademia
Nauk Stosowanych
w Krośnie

Course catalogue for Erasmus students

Internet Marketing

Academic year 2025/2026

Winter semester 2025/2026

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
Foreign language course/ Lektorat języka obcego	I	30h, language course	2	credit	English
Opracowanie tekstu użytkowego/ Development of a utility text	I	30h, auditorium exercises	2	credit	Polish/ English
Foreign language course/ Lektorat języka obcego	II	30h, language course	2	credit	English
Social Media/ Media społecznościowe	II	20h lecture 10h, workshop exercises	3	credit	Polish/ English
Specialised Language (Media and marketing)/ Język specjalistyczny (Media and marketing)	III	30h, workshop exercises	2	credit	English
Fanpage management/ Zarządzanie fanpage (specjalność Content Creator)	III	45h, design exercises	4	credit	Polish/ English

Spring semester 2025/2026

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
Foreign language course/ Lektorat języka obcego	I	30h, language course	2	credit	English
Social media/ Media społecznościowe	I	30h design exercises	3	credit	Polish / English
Argumentation and critical thinking	I	30h design exercises	2	credit	English
Global Understanding	I	30h design exercises	2	credit	English
Opracowanie tekstu użytkowego/ Development of a utility text	II	30h, auditorium exercises	2	credit	Polish / English
Foreign language course/ Lektorat języka obcego	II	30h, language course	2	credit	English
Creative writing/ Warsztat pisanie twórczego	II	30h workshop exercises	2	credit	Polish / English

Sztuczna inteligencja w marketingu/ Artificial intelligence in marketing	II	15h auditorium exercises	1	credit	Polish / English
Storytelling and stereotypes in marketing communication/ Storytelling i stereotypy w komunikacji marketingowej	II	10h lecture, 20h design exercises	2	credit	Polish / English
Specialised Language (Media and marketing)/ Język specjalistyczny (Media and marketing)	III	30h, workshop exercises	2	exam	English
Advertising on Social Media/ Reklama w Social Media (specjalność Content Creator)	III	45h design exercises	4	credit	Polish / English

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.