



Państwowa Akademia  
Nauk Stosowanych  
w Krośnie

# Course catalogue for Erasmus students

Internet Marketing

Academic year 2026/2027

### Winter semester 2026/2027

| Course name in English<br>(in Polish)                                                            | Year<br>of study,<br>semester of<br>study in the<br>cycle | Number of<br>hours,<br>form of classes        | ECTS | Form<br>of<br>credit | Language<br>of the<br>subject |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------|-----------------------------------------------|------|----------------------|-------------------------------|
| Foreign language course/<br>Lektorat języka obcego                                               | I                                                         | 30h, language<br>course                       | 2    | credit               | English                       |
| Doświadczenie klienta w tworzeniu<br>tekstów/<br>User Experience in content creation             | I                                                         | 30h, auditorium<br>exercises                  | 2    | credit               | Polish/<br>English            |
| Foreign language course/<br>Lektorat języka obcego                                               | II                                                        | 30h, language<br>course                       | 2    | credit               | English                       |
| Social Media/<br>Media społecznościowe                                                           | II                                                        | 20h lecture<br><br>10h, workshop<br>exercises | 3    | credit               | Polish/<br>English            |
| Specialised Language (Media and<br>marketing)/<br>Język specjalistyczny (Media and<br>marketing) | III                                                       | 30h, workshop<br>exercises                    | 2    | credit               | English                       |
| Fanpage management/<br>Zarządzanie fanpage (specjalność<br>Content Creator)                      | III                                                       | 45h, design<br>exercises                      | 4    | credit               | Polish/<br>English            |

### Spring semester 2026/2027

| Course name in English<br>(in Polish)                           | Year<br>of study,<br>semester of<br>study in the<br>cycle | Number of<br>hours,<br>form of classes | ECTS | Form<br>of<br>credit | Language<br>of the<br>subject |
|-----------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------|------|----------------------|-------------------------------|
| Foreign language course/<br>Lektorat języka obcego              | I                                                         | 30h, language<br>course                | 2    | credit               | English                       |
| Social media/<br>Media społecznościowe                          | I                                                         | 30h design<br>exercises                | 3    | credit               | Polish /<br>English           |
| Argumentation and critical thinking                             | I                                                         | 30h design<br>exercises                | 2    | credit               | English                       |
| Global Understanding                                            | I                                                         | 30h design<br>exercises                | 2    | credit               | English                       |
| Opracowanie tekstu użytkowego/<br>Development of a utility text | II                                                        | 30h, auditorium<br>exercises           | 2    | credit               | Polish /<br>English           |
| Foreign language course/<br>Lektorat języka obcego              | II                                                        | 30h, language<br>course                | 2    | credit               | English                       |

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

## Optional courses

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

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|------------------------------------------------|-----------------------------------------------------------|----------------------------------------|------|----------------------|-------------------------------|
| <b>Polish for Foreigners</b>                   | For Erasmus<br>students only                              | 15 class                               | 2    | credit               | ENG                           |
| <b>Introduction to Poland</b>                  | For Erasmus<br>students only                              | 15 class                               | 2    | credit               | ENG                           |
| <b>Lean management</b>                         | For Erasmus<br>students only                              | 15 class                               | 2    | credit               | ENG                           |
| <b>Work improvements with AI<br/>solutions</b> | For Erasmus<br>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.