

field of study: **International Marketing**  
 study profile: **practical**  
 degree: **I**  
 study form: **full time**  
 speciality: **not applicable**  
 academic year: **2018/2019**

| year                            | semester                              | Course  | Course details |                          |               |           |                 |       |               |             | Name of the module |            |
|---------------------------------|---------------------------------------|---|----------------|--------------------------|---------------|-----------|-----------------|-------|---------------|-------------|--------------------|------------|
|                                 |                                       |   | Code           | number of teaching hours |               |           |                 |       | Pass form     | ECTS        |                    |            |
|                                 |                                       |   |                | lectures                 | conversations | exercises | language course | Total |               |             |                    |            |
| I                               | 01                                    | Economics   |                | 30                       |               | 15        |                 |       | 45            | Z           | 4                  | MP         |
|                                 | 01                                    | Statistics and Demography   |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MP         |
|                                 | 01                                    | Training Course in Copyright                                      |                | 10                       |               |           |                 |       | 10            | Z           | 1                  | MP         |
|                                 | 01                                    | Foreign Language  |                |                          |               |           | 60              |       | 60            | Z           | 3                  | MW         |
|                                 | 01                                    | Effective Presentation and Communication                          |                |                          | 30            |           |                 |       | 30            | Z           | 4                  | MP         |
|                                 | 01                                    | Principles of Marketing   |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MS         |
|                                 | 01                                    | Social and Psychological Issues in Consumer Behaviour             |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MS         |
|                                 | 01                                    | Fundamentals of Management  |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MS         |
|                                 | 02                                    | Economics   |                | 30                       |               | 15        |                 |       | 45            | E           | 5                  | MP         |
|                                 | 02                                    | Information Technologies  |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MP         |
|                                 | 02                                    | Foreign Language  |                |                          |               |           | 60              |       | 60            | Z           | 3                  | MW         |
|                                 | 02                                    | Physical Education  |                |                          |               | 30        |                 |       | 30            | Z           | 0                  | MP         |
|                                 | 02                                    | Brand Management and Communication                                |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MS         |
|                                 | 02                                    | Creative and Critical Thinking                                    |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MS         |
| 02                              | Principles of International Marketing |   |                | 30                       |               |           |                 | 30    | Z             | 5           | MS                 |            |
| <b>total after I year*:</b>     |                                       |   |                |                          |               |           |                 |       | <b>hours:</b> | <b>520</b>  | <b>p. ECTS:</b>    | <b>60</b>  |
| II                              | 03                                    | Introduction to Applied Data Analysis in Social Sciences – part I |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MP         |
|                                 | 03                                    | Foreign Language  |                |                          |               |           | 60              |       | 60            | E           | 4                  | MW         |
|                                 | 03                                    | Introduction to Social Media Communication                        |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MS         |
|                                 | 03                                    | Introduction to International Marketing Communications            |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MS         |
|                                 | 03                                    | Public and Non-Profit Marketing                                   |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MS         |
|                                 | 03                                    | Fundamentals of Human Resources Management                        |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MS         |
|                                 | 04                                    | International Business Law  |                | 30                       |               |           |                 |       | 30            | Z           | 3                  | MP         |
|                                 | 04                                    | Applied Data Analysis in Social Sciences – part II                |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MP         |
|                                 | 04                                    | Introduction to Project Management                                |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MS         |
|                                 | 04                                    | Internet Consumer Behavior  |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MS         |
|                                 | 04                                    | Finance in Marketing Management                                   |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MS         |
|                                 | 04                                    | B.A. Seminar  |                |                          | 30            |           |                 |       | 30            | Z           | 4                  | MS         |
|                                 | 04                                    | Practice**  |                |                          |               | 120       |                 |       | 120           | Z           | 12                 | MW         |
| <b>total after II year:</b>     |                                       |   |                |                          |               |           |                 |       | <b>hours:</b> | <b>390</b>  | <b>p. ECTS:</b>    | <b>68</b>  |
| III                             | 05                                    | International Economic Relations                                  |                | 30                       |               | 15        |                 |       | 45            | E           | 5                  | MP         |
|                                 | 05                                    | European Integration  |                |                          | 30            |           |                 |       | 30            | Z           | 4                  | MP         |
|                                 | 05                                    | Translatory   |                |                          |               |           | 30              |       | 30            | Z           | 4                  | MW         |
|                                 | 05                                    | Political Marketing   |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MS         |
|                                 | 05                                    | Entrepreneurship and Business Planning                            |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MS         |
|                                 | 05                                    | Optional course 1   |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MW         |
|                                 | 05                                    | B.A. Seminar and thesis preparation                               |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MS         |
|                                 | 06                                    | Translatory   |                |                          |               |           | 30              |       | 30            | Z           | 4                  | MW         |
|                                 | 06                                    | International Economic Organizations                              |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MP         |
|                                 | 06                                    | Sales, Export and Business Negotiations                           |                |                          | 30            |           |                 |       | 30            | Z           | 5                  | MS         |
| 06                              | Optional course 1                     |   |                | 30                       |               |           |                 | 30    | Z             | 5           | MW                 |            |
| 06                              | B.A. Seminar and thesis preparation   |   |                | 30                       |               |           |                 | 30    | Z             | 8           | MS                 |            |
| <b>total after III year:</b>    |                                       |   |                |                          |               |           |                 |       | <b>hours:</b> | <b>375</b>  | <b>p. ECTS:</b>    | <b>60</b>  |
| <b>TOTAL AFTER WHOLE CYCLE:</b> |                                       |   |                |                          |               |           |                 |       | <b>hours:</b> | <b>1345</b> | <b>p. ECTS:</b>    | <b>188</b> |

\* Plan studiów zatwierdzony przez Radę Wydziału .....

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\*\* In the first semester OSH and library training are mandatory practices can be done by the student in any semester according to the Faculty regulations, the ECTS points are counted against the 4 semester

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| year                            | semester                              | Course  | Course details |                          |               |           |                 |                    |                     |                    | Name of the module |
|---------------------------------|---------------------------------------|---|----------------|--------------------------|---------------|-----------|-----------------|--------------------|---------------------|--------------------|--------------------|
|                                 |                                       |   | Code           | number of teaching hours |               |           |                 |                    | Pass form           | ECTS               |                    |
|                                 |                                       |   |                | lectures                 | conversations | exercises | language course | Total              |                     |                    |                    |
| I                               | 01                                    | Economics   |                | 30                       |               | 15        |                 | 45                 | Z                   | 4                  | MP                 |
|                                 | 01                                    | Statistics and Demography   |                |                          | 30            |           |                 | 30                 | Z                   | 5                  | MP                 |
|                                 | 01                                    | Training Course in Copyright                                      |                | 10                       |               |           |                 | 10                 | Z                   | 1                  | MP                 |
|                                 | 01                                    | Foreign Language  |                |                          |               |           | 60              | 60                 | Z                   | 3                  | MW                 |
|                                 | 01                                    | Effective Presentation and Communication                          |                |                          | 30            |           |                 | 30                 | Z                   | 4                  | MP                 |
|                                 | 01                                    | Principles of Marketing   |                |                          | 30            |           |                 | 30                 | Z                   | 5                  | MS                 |
|                                 | 01                                    | Social and Psychological Issues in Consumer Behaviour             |                |                          | 30            |           |                 | 30                 | Z                   | 5                  | MS                 |
|                                 | 01                                    | Fundamentals of Management  |                |                          | 30            |           |                 | 30                 | Z                   | 5                  | MS                 |
|                                 | <b>total after I semester*:</b>       |   |                |                          |               |           |                 |                    | <b>hours: 265</b>   | <b>p. ECTS: 32</b> |                    |
|                                 | 02                                    | Economics   |                | 30                       |               | 15        |                 | 45                 | E                   | 5                  | MP                 |
|                                 | 02                                    | Information Technologies  |                |                          | 30            |           |                 | 30                 | Z                   | 5                  | MP                 |
|                                 | 02                                    | Foreign Language  |                |                          |               |           | 60              | 60                 | Z                   | 3                  | MW                 |
|                                 | 02                                    | Physical Education  |                |                          |               | 30        |                 | 30                 | Z                   | 0                  | MP                 |
|                                 | 02                                    | Brand Management and Communication                                |                |                          | 30            |           |                 | 30                 | Z                   | 5                  | MS                 |
| 02                              | Creative and Critical Thinking        |   |                | 30                       |               |           | 30              | Z                  | 5                   | MS                 |                    |
| 02                              | Principles of International Marketing |   |                | 30                       |               |           | 30              | Z                  | 5                   | MS                 |                    |
| <b>total after II semester:</b> |                                       |   |                |                          |               |           |                 | <b>hours: 255</b>  | <b>p. ECTS: 28</b>  |                    |                    |
| II                              | 03                                    | Introduction to Applied Data Analysis in Social Sciences – part I |                |                          | 30            |           | 30              | Z                  | 5                   | MP                 |                    |
|                                 | 03                                    | Foreign Language  |                |                          |               |           | 60              | E                  | 4                   | MW                 |                    |
|                                 | 03                                    | Introduction to Social Media Communication                        |                |                          | 30            |           | 30              | Z                  | 5                   | MS                 |                    |
|                                 | 03                                    | Introduction to International Marketing Communications            |                |                          | 30            |           | 30              | Z                  | 5                   | MS                 |                    |
|                                 | 03                                    | Public and Non-Profit Marketing                                   |                |                          | 30            |           | 30              | Z                  | 5                   | MS                 |                    |
|                                 | 03                                    | Fundamentals of Human Resources Management                        |                |                          | 30            |           | 30              | Z                  | 5                   | MS                 |                    |
|                                 | <b>total after III semester:</b>      |   |                |                          |               |           |                 |                    | <b>hours: 210</b>   | <b>p. ECTS: 29</b> |                    |
|                                 | 04                                    | International Business Law  |                | 30                       |               |           |                 | 30                 | Z                   | 3                  | MP                 |
|                                 | 04                                    | Applied Data Analysis in Social Sciences – part II                |                |                          | 30            |           |                 | 30                 | Z                   | 5                  | MP                 |
|                                 | 04                                    | Introduction to Project Management                                |                |                          | 30            |           |                 | 30                 | Z                   | 5                  | MS                 |
|                                 | 04                                    | Internet Consumer Behavior  |                |                          | 30            |           |                 | 30                 | Z                   | 5                  | MS                 |
|                                 | 04                                    | Finance in Marketing Management                                   |                |                          | 30            |           |                 | 30                 | Z                   | 5                  | MS                 |
|                                 | 04                                    | B.A. Seminar  |                |                          | 30            |           |                 | 30                 | Z                   | 4                  | MS                 |
|                                 | 04                                    | Practice**  |                |                          |               | 120       |                 | 120                | Z                   | 12                 | MW                 |
| <b>total after IV semester:</b> |                                       |   |                |                          |               |           |                 | <b>hours: 180</b>  | <b>p. ECTS: 39</b>  |                    |                    |
| III                             | 05                                    | International Economic Relations                                  |                | 30                       |               | 15        | 45              | E                  | 5                   | MP                 |                    |
|                                 | 05                                    | European Integration  |                |                          | 30            |           | 30              | Z                  | 4                   | MP                 |                    |
|                                 | 05                                    | Translatory   |                |                          |               |           | 30              | Z                  | 4                   | MW                 |                    |
|                                 | 05                                    | Political Marketing   |                |                          | 30            |           | 30              | Z                  | 5                   | MS                 |                    |
|                                 | 05                                    | Entrepreneurship and Business Planning                            |                |                          | 30            |           | 30              | Z                  | 5                   | MS                 |                    |
|                                 | 05                                    | Optional course 1   |                |                          | 30            |           | 30              | Z                  | 5                   | MW                 |                    |
|                                 | 05                                    | B.A. Seminar and thesis preparation                               |                |                          | 30            |           | 30              | Z                  | 5                   | MS                 |                    |
|                                 | <b>total after V semester:</b>        |   |                |                          |               |           |                 |                    | <b>hours: 225</b>   | <b>p. ECTS: 33</b> |                    |
|                                 | 06                                    | Translatory   |                |                          |               |           | 30              | 30                 | Z                   | 4                  | MW                 |
|                                 | 06                                    | International Economic Organizations                              |                |                          | 30            |           |                 | 30                 | Z                   | 5                  | MP                 |
|                                 | 06                                    | Sales, Export and Business Negotiations                           |                |                          | 30            |           |                 | 30                 | Z                   | 5                  | MS                 |
|                                 | 06                                    | Optional course 1   |                |                          | 30            |           |                 | 30                 | Z                   | 5                  | MW                 |
|                                 | 06                                    | B.A. Seminar and thesis preparation                               |                |                          | 30            |           |                 | 30                 | Z                   | 8                  | MS                 |
|                                 | <b>total after VI semester:</b>       |   |                |                          |               |           |                 |                    | <b>hours: 150</b>   | <b>p. ECTS: 27</b> |                    |
| <b>TOTAL AFTER WHOLE CYCLE:</b> |                                       |   |                |                          |               |           |                 | <b>hours: 1345</b> | <b>p. ECTS: 188</b> |                    |                    |

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Selectable module:

| year | semester | Selectable course:      | Course details |                          |               |                            |       |           |           |
|------|----------|-------------------------|----------------|--------------------------|---------------|----------------------------|-------|-----------|-----------|
|      |          |                         | CODE           | number of teaching hours |               |                            |       | Pass/Exam | ECTS      |
|      |          |                         |                | lectures                 | conversations | exercises/language courses | Total |           |           |
| I    | 01       | <b>Foreign Language</b> |                |                          |               | 60                         | 60    | Z         | <b>3</b>  |
|      | 02       | <b>Foreign Language</b> |                |                          |               | 60                         | 60    | Z         | <b>3</b>  |
| II   | 03       | <b>Foreign Language</b> |                |                          |               | 60                         | 60    | E         | <b>4</b>  |
|      | 04       | <b>Practice</b>         |                |                          |               | 120                        | 120   | Z         | <b>12</b> |
| III  | 05       | <b>Translatory</b>      |                |                          | 30            |                            | 30    | Z         | <b>4</b>  |
|      | 05       | Optional Course 1       |                |                          | 30            |                            | 30    | Z         | <b>5</b>  |
|      | 06       | Optional Course 1       |                |                          | 30            |                            | 30    | Z         | <b>5</b>  |
|      | 06       | <b>Translatory</b>      |                |                          | 30            |                            | 30    | Z         | <b>4</b>  |