# Program studiów niestacjonarnych I stopnia (licencjackich) na kierunku MARKETING I KOMUNIKACJA RYNKOWA

Obowiązuje od roku akademickiego 2019/2020

| Kod przedmiotu | Nazwa przedmiotu | Forma zaliczenia | ECTS | Praca studenta | Liczba godzin ogółem | | | | | | | Semestr I | | | | | Semestr II | | | | | Semestr III | | | | | Semestr IV | | | | | Semestr V | | | | | Semestr VI | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | S | W | Ć | L | P | Godziny kontaktowe | Praca własna | *ECTS* | W | Ć | L | P | *ECTS* | W | Ć | L | P | *ECTS* | W | Ć | L | P | *ECTS* | W | Ć | L | P | *ECTS* | W | Ć | L | P | *ECTS* | W | Ć | L | P |
| **00** | **Przedmioty ogólnouczelniane** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 09-21-2-1-00-0-01 | Ochrona własności przemysłowej i intelektualnej | Z | 1 | 25 | 10 | 10 | 0 | 0 | 0 | | 15 | | | | | | | | | | | | | | | | | | | | | | | | | *1* | 1 | | | |
| 09-21-2-1-00-0-02 | Bezpieczeństwo i higiena pracy | Z | 1 | 25 | 5 | 5 | | | | | 20 | 1 | 5g. | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 09-21-2-1-00-0-03 | Przysposobienie biblioteczne | Z | | 2 | 2 | 2 | | | | | | | 2g. | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 07-21-2-1-00-0-04 | Języki obce | Z | 20 | 500 | 100 | 0 | 100 | 0 | 0 | | 400 | | | | | | 4 | | 2 | | | 4 | | 2 | | | 4 | | 2 | | | 4 | | 2 | | | 4 | | 2 | | |
| 08-21-2-1-00-0-05 | WF | Z | | 80 | 80 | 0 | 80 | 0 | 0 | | | | | 2 | | | | | 2 | | | | | 2 | | | | | 2 | | | | | | | | | | |
| | | | 22 | 632 | 197 | 17 | 180 | 0 | 0 | 0 | 435 | 1 | 0 | 2 | 0 | 0 | 4 | 0 | 4 | 0 | 0 | 4 | 0 | 4 | 0 | 0 | 4 | 0 | 4 | 0 | 0 | 4 | 0 | 2 | 0 | 0 | 5 | 1 | 2 | 0 | 0 |
| **01** | **Moduł przedmiotów obowiązkowych - zarządczo-biznesowych** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-01-0-01 | Podstawy zarządzania | E | 4 | 100 | 30 | 10 | 20 | 0 | 0 | | 70 | 4 | 1 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-01-0-02 | Matematyka | E | 5 | 125 | 40 | 20 | 20 | 0 | 0 | | 85 | 5 | 2 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-01-0-03 | Statystyka w zarządzaniu | Z | 4 | 100 | 40 | 20 | 20 | 0 | 0 | | 60 | | | | | | 4 | 2 | 2 | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-01-0-04 | Laboratorium metod statystycznych | Z | 2 | 50 | 20 | 0 | 0 | 20 | 0 | | 30 | | | | | | | | | | | 2 | | | 2 | | | | | | | | | | | | | | | |
| 06-21-2-1-01-0-05 | Zarządzanie projektami | Z | 3 | 75 | 30 | 10 | 0 | 0 | 20 | | 45 | | | | | | | | | | | 3 | 1 | | | 2 | | | | | | | | | | | | | | |
| 06-21-2-1-01-0-06 | Społeczne aspekty zarządzania | E | 4 | 100 | 40 | 20 | 20 | 0 | 0 | | 60 | | | | | | 4 | 2 | 2 | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-01-0-07 | Wprowadzenie do finansów i rachunkowości | Z | 4 | 100 | 30 | 10 | 20 | 0 | 0 | | 70 | 4 | 1 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-01-0-08 | Podstawy ekonomii | Z | 3 | 75 | 40 | 20 | 20 | 0 | 0 | | 35 | 3 | 2 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-01-0-09 | Autoprezentacja | Z | 2 | 50 | 20 | 0 | 20 | 0 | 0 | | 30 | | | | | | | | | | | | | | | | | | | | | | | | | 2 | | 2 | | | |
| 06-21-2-1-01-0-10 | Podstawy prawa z uwzględnieniem specyfiki MŚP | Z | 3 | 75 | 30 | 10 | 20 | 0 | 0 | | 45 | 3 | 1 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-01-0-11 | Zarządzanie jakością usług | E | 4 | 100 | 40 | 20 | 20 | 0 | 0 | | 60 | | | | | | | | | | | | | | | | | | | | | 4 | 2 | 2 | | | | | | |
| 06-21-2-1-01-0-12 | Komunikacja interpersonalna i techniki negocjacji | Z | 3 | 75 | 30 | 0 | 30 | 0 | 0 | | 45 | | | | | | | | | | | | | | | | | | | | | | | | | | | 3 | | 3 | | |
| 06-21-2-1-01-0-13 | Etyczne aspekty marketingu | Z | 2 | 50 | 20 | 10 | 10 | 0 | 0 | | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | 2 | 1 | 1 | | |
| 06-21-2-1-01-0-14 | Nowoczesne finansowanie biznesu | Z | 3 | 75 | 30 | 10 | 20 | 0 | 0 | | 45 | | | | | | | | | | | | | | | | | | | | | | | | | | | 3 | 1 | 2 | | |
| 06-21-2-1-01-0-15 | Przedsiębiorczość w małej firmie | Z | 3 | 75 | 30 | 10 | 20 | 0 | 0 | | 45 | | | | | | | | | | | | | | | | | | | | | | | | | | | 3 | 1 | 2 | | |
| | | | 49 | 1225 | 470 | 170 | 260 | 20 | 20 | 0 | 755 | 19 | 7 | 10 | 0 | 0 | 8 | 4 | 4 | 0 | 0 | 5 | 1 | 0 | 2 | 2 | 4 | 2 | 2 | 0 | 0 | 2 | 0 | 2 | 0 | 0 | 11 | 3 | 8 | 0 | 0 |
| **03** | **Moduł przedmiotów obowiązkowych - marketingowych** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-03-0-01 | Podstawy marketingu | E | 4 | 100 | 40 | 20 | 20 | 0 | 0 | | 60 | 4 | 2 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-03-0-02 | Marketing usług | E | 3 | 75 | 20 | 10 | 10 | 0 | 0 | | 55 | | | | | | 3 | 1 | 1 | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-03-0-03 | Planowanie i organizacja programów sprzedaży | Z | 4 | 100 | 20 | 10 | 10 | 0 | 0 | | 80 | | | | | | | | | | | | | | | | | | | | | | | | | | | 4 | 1 | 1 | | |
| 06-21-2-1-03-0-04 | Zarządzanie marką | Z | 3 | 75 | 20 | 10 | 10 | 0 | 0 | | 55 | | | | | | | | | | | | | | | | *3* | *1* | 1 | | | | | | | | | | | |
| 06-21-2-1-03-0-05 | Metodologia badań marketingowych | E | 3 | 75 | 30 | 10 | 20 | 0 | 0 | | 45 | | | | | | | | | | | 3 | 1 | 2 | | | | | | | | | | | | | | | | |
| 06-21-2-1-03-0-06 | Projekt badań marketingowych | Z | 4 | 100 | 40 | 20 | 0 | 0 | 20 | | 60 | | | | | | | | | | | | | | | | *4* | *2* | | | 2 | | | | | | | | | |
| 06-21-2-1-03-0-07 | Zarządzanie marketingowe | E | 4 | 100 | 40 | 20 | 0 | 0 | 20 | | 60 | | | | | | | | | | | | | | | | | | | | | | | 4 | 2 | | | 2 | | | | |
| 06-21-2-1-03-0-08 | Controlling marketingu | Z | 4 | 100 | 20 | 10 | 10 | 0 | 0 | | 80 | | | | | | | | | | | | | | | | *4* | *1* | 1 | | | | | | | | | | | |
| 06-21-2-1-03-0-09 | Komunikacja marketingowa | E | 4 | 100 | 40 | 20 | 0 | 0 | 20 | | 60 | | | | | | | | | | | | | | | | *4* | *2* | | | 2 | | | | | | | | | |
| 06-21-2-1-03-0-10 | Customer Relationship Management | E | 4 | 100 | 40 | 20 | 20 | 0 | 0 | | 60 | | | | | | | | | | | | | | | | | | | | | | | 4 | 2 | 2 | | | | | | |
| 06-21-2-1-03-0-11 | e-Marketing | Z | 4 | 100 | 20 | 10 | 0 | 0 | 10 | | 80 | | | | | | | | | | | | | | | | | | | | | | | 4 | 1 | | | 1 | | | | |
| 06-21-2-1-03-0-12 | Zachowania konsumenckie | E | 4 | 100 | 30 | 10 | 20 | 0 | 0 | | 70 | | | | | | | | | | | 4 | 1 | 2 | | | | | | | | | | | | | | | | |
| 06-21-2-1-03-0-13 | Techniki sprzedaży | Z | 3 | 75 | 30 | 10 | 20 | 0 | 0 | | 45 | | | | | | | | | | | 3 | 1 | 2 | | | | | | | | | | | | | | | | |
| | | | 48 | 1200 | 390 | 180 | 140 | 0 | 70 | 0 | 810 | 4 | 2 | 2 | 0 | 0 | 3 | 1 | 1 | 0 | 0 | 10 | 3 | 6 | 0 | 0 | 15 | 6 | 2 | 0 | 4 | 12 | 5 | 2 | 0 | 3 | 4 | 1 | 1 | 0 | 0 |
| **20** | **Moduł przedmiotów obieralnych - komunikacja marketingowa - 3 z 5** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Przedmiot z obszaru komunikacji I | Z | 3 | 75 | 30 | 10 | 20 | 0 | 0 | | 45 | | | | | | | | | | | 3 | 1 | 2 | | | | | | | | | | | | | | | | |
| | Przedmiot z obszaru komunikacji II | Z | 3 | 75 | 30 | 10 | 20 | 0 | 0 | | 45 | | | | | | | | | | | 3 | 1 | 2 | | | | | | | | | | | | | | | | |
| | Przedmiot z obszaru komunikacji III | Z | 3 | 75 | 30 | 10 | 20 | 0 | 0 | | 45 | | | | | | | | | | | 3 | 1 | 2 | | | | | | | | | | | | | | | | |
| 06-21-2-1-20-1-01 | *Reklama* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-20-1-02 | *PR* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-20-1-03 | *Merchandising* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-20-1-04 | *Techniki i narzędzia marketingu społecznościowego* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-20-1-05 | *Programy marketingu bezpośredniego* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 9 | 225 | 90 | 30 | 60 | 0 | 0 | 0 | 135 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 | 3 | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **21** | **Moduł przedmiotów obieralnych - wybrane aspekty marketingu - 3 z 5** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Przedmiot z obszaru marketingu I | Z | 3 | 85 | 30 | 10 | 20 | 0 | 0 | | 55 | | | | | | | | | | | | | | | | | | | | | | | 3 | 1 | 2 | | | | | | |
| | Przedmiot z obszaru marketingu II | Z | 3 | 85 | 30 | 10 | 20 | 0 | 0 | | 55 | | | | | | | | | | | | | | | | | | | | | | | 3 | 1 | 2 | | | | | | |
| | Przedmiot z obszaru marketingu III | Z | 3 | 85 | 30 | 10 | 20 | 0 | 0 | | 55 | | | | | | | | | | | | | | | | | | | | | | | 3 | 1 | 2 | | | | | | |
| 06-21-2-1-21-1-01 | *Tworzenie programów lojalnościowych* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-21-1-02 | *Nowoczesne instrumenty komunikacji marketingowej* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-21-1-03 | *Problematyka jakości w marketingu* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-21-1-04 | *Event marketing* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-21-1-05 | *Marketing specjalistyczny* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 9 | 255 | 90 | 30 | 60 | 0 | 0 | 0 | 165 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 | 3 | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **04** | **Moduł przedmiotów obowiązkowych - informatycznych** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-04-0-01 | Grafika komputerowa I | Z | 3 | 75 | 20 | 0 | 0 | 20 | 0 | | 55 | 3 | | | 2 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-04-0-05 | Grafika komputerowa II | Z | 2 | 50 | 20 | 0 | 0 | 20 | 0 | | 30 | | | | | | 2 | | | 2 | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-04-0-02 | Podstawowe narzędzia informatyczne I | Z | 2 | 50 | 20 | 0 | 0 | 20 | 0 | | 30 | 2 | | | 2 | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-04-0-03 | Podstawowe narzędzia informatyczne II | Z | 2 | 50 | 20 | 0 | 0 | 20 | 0 | | 30 | | | | | | 2 | | | 2 | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-04-0-04 | Redakcja dokumentów i wizualizacja danych | Z | 2 | 50 | 20 | 0 | 0 | 20 | 0 | | 30 | | | | | | 2 | | | 2 | | | | | | | | | | | | | | | | | | | | |
| | | | 11 | 275 | 100 | 0 | 0 | 100 | 0 | 0 | 175 | 5 | 0 | 0 | 4 | 0 | 6 | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **05** | **Moduł dyplomowania** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-05-0-01 | Seminarium dyplomowe | Z | 4 | 100 | 20 | 0 | 20 | 0 | 0 | | 80 | | | | | | | | | | | | | | | | | | | | | | | 4 | | 2 | | | | | | |
| 06-21-2-1-05-0-02 | Przygotowanie pracy licencjackiej | Z | 10 | 250 | 0 | | | | | | 250 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 10 | | | | |
| 06-21-2-1-05-0-03 | Praktyki studenckie I | Z | 12 | 360 | 180 | | | | | 180 | 180 | | | | | | 12 | | | | | | | | | | | | | | | | | | | | | | | | |
| 06-21-2-1-05-0-04 | Praktyki studenckie II | Z | 12 | 360 | 180 | | | | | 180 | 180 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 38 | 1070 | 380 | 0 | 20 | 0 | 0 | 360 | 690 | 0 | 0 | 0 | 0 | 0 | 12 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 12 | 0 | 0 | 0 | 0 | 4 | 0 | 2 | 0 | 0 | 10 | 0 | 0 | 0 | 0 |
| | | | 186 | 4882 | 1717 | 427 | 720 | 120 | 90 | 360 | 3165 | **29** | **9** | **14** | **4** | **0** | **33** | **5** | **9** | **6** | **0** | **28** | **7** | **16** | **2** | **2** | **35** | **8** | **8** | **0** | **4** | **31** | **8** | **14** | **0** | **3** | **30** | **5** | **11** | **0** | **0** |