

STUDY: **International and Political Studies**
 LEVEL: 2nd cycle/ Master level
 STUDY FORM: Full time
 SPECIALTY: **INTERNATIONAL MARKETING**
 ACADEMIC YEAR: 2018/2019

Year	Semester	Subject	Details								
			KOD	Number of hours					Form of Evaluation	ECTS	
				Lecture	Exercise	Seminar	Language	Total			
	01	Methodology of Social Sciences		15	15				30	Exam	3
	01	International Conflicts & Security				30			30	Pass	3
	01	International Relations Dynamics & IR theories				30			30	Exam	3
	01	International Financial Markets		15					15	Pass	1
	01	Political Theories and Concepts		15	15				30	Exam	3
	01	International Political Institutions		15	15				30	Exam	3
	01	History of Political Thought				30			30	Pass	3
I	01	Philosophy & Ethics in Politics				30			30	Pass	3
	01	Protection of Human Rights		15	15				30	Exam	3
	01	Political Communication		15	15				30	Exam	3
	01	Optional		30					30	Pass	2
TOTAL 1. semester :									315	ECTS points:	30
	02	Religions and Values in Modern Societies		30					30	Pass	2
	02	Political Systems in the Regions of the World		30					30	Exam	3
	02	Social and Political Movements		30					30	Exam	3
	02	P.E.			30				30	Pass	0
I	02	MA Seminar				30			30	Pass	4
	02	Consumer Behaviour				30			30	Pass	5
	02	Marketing Management				30			30	Pass	5
	02	Political Marketing				30			30	Pass	5
	02	Optional		30					30	Pass	2
	02	Optional		30					30	Pass	2
TOTAL 2. semester :									300	ECTS points:	31
	03	Geopolitics and power in the modern world		30					30	Pass	2
	03	Political elites and pressure groups		30					30	Pass	2
II	03	MA Seminar				30			30	Pass	11
	03	Marketing Research				30			30	Pass	5
	03	International Marketing Communication				30			30	Pass	5
	03	International Marketing				30			30	Pass	5
	03	Optional		30					30	Pass	2
TOTAL 3. semester :									210	ECTS points:	32
	04	MA Seminar				30			30	Pass	18
	04	Strategic Management				30			30	Pass	5
	04	Project Management				30			30	Pass	5
	04	Optional		30					30	Pass	2
TOTAL 4. semester :									120	ECTS points:	30
TOTAL:									945	ECTS points:	123

Year	Semester	Optional subjects	Details								
			KOD	ilość godzin					Form of Evaluation	ECTS	
				Lecture	Exercise	Language	Seminar	Total			
	01	Finance Management		30					30	Z	2
I	02	Brand Management		30					30	Z	2
	02	E-Marketing		30					30	Z	2
II	03	Public Sector Management		30					30	Z	2
	04	Place Branding		30					30	Z	2