



PAŃSTWOWA AKADEMIA
NAUK STOSOWANYCH
WE WŁOCŁAWKU

Educational offer - **Business**
academic year 2023/2024

State University of Applied Sciences in Wloclawek

Winter semester 2023/2024

No	Course	ECTS	
		lecture	classes
1.	Stress management	-	2
2.	Foreign language course	-	3
3.	Media education	3	2
4.	Social media marketing	3	3
5.	Search Engine Marketing	2	2
6.	E-business models	4	-
7.	Work placement	-	6
Total:		12	18
Total:		30	



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Spring semester 2023/2024

No	Course	ECTS	
		lecture	classes
1.	Foreign language course	-	3
2.	English seminars (elective): (1) Internet trends, (2) Storytelling for Marketing (3) Best Business Movies for Learning English	-	3
3.	E-business startup	-	4
4.	Psychology of advertising	2,5	-
5.	Law and Morality / European Legal Culture (elective)	2,5	-
6.	Digital Analytics and UX design	-	3
7.	Content marketing	3	
8.	Graphic design	-	3
9.	Work placement	-	6
Total:		8	22
Total:		30	