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| FACULTY: | Faculty of Humanities |
| FIELD OF STUDY: | Journalism and Social Communication |
| ERASMUS COORDINATOR OF THE FACULTY: | Anna Hajek, MA  Wiesław Trojanowicz, MA |
| E-MAIL ADDRESS OF THE COORDINATOR: | anna.hajek[@tu.koszalin.pl](mailto:jolanta.sypianska@tu.koszalin.pl)  [trojanowicz@op.pl](mailto:trojanowicz@op.pl) |
| COURSE TITLE: | Advertising strategies |
| LECTURER’S NAME: | Piotr Szarszewski, PhD |
| E-MAIL ADDRESS OF THE LECTURER: | [piotrszarszewski@interia.pl](mailto:piotrszarszewski@interia.pl) |
| ECTS POINTS FOR THE COURSE: | 5 |
| ACADEMIC YEAR: | **2021/2022** |
| SEMESTER:  (W – winter, S – summer) | W |
| HOURS IN SEMESTER: | 30 |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 1st cycle |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | group tutorials |
| LANGUAGE OF INSTRUCTION: | Polish |
| ASSESSMENT METHOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | project work, oral exam |
| COURSE CONTENT: | The aim of the course is to acquire by the student the knowledge and skills needed to independently design and carry out an advertising campaign. |
| ADDITIONAL INFORMATION: |  |

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