

## Advertising

Rodzaj:  
**Undergraduate  
(Bachelor)**

Kierunek studiów:  
**Management**

Duration of study:  
**3 years (6 semesters)**

Mode:  
**full-time | online**

Język studiów:  
**Polish | English**



Obtained title:  
**bachelor's degree**

## Why You should choose this study programme?

The studies prepare to manage advertising processes in companies, to use advertising means, to use knowledge to professionally build advertising campaigns, to create an image of an organization and its products

and to establish and complete cooperation with advertising agencies and other entities functioning in the sphere of widely understood promotional services.

# What You can do after this study programme



After these studies, you will find yourself as an employee of advertising agencies or marketing and PR departments, but your qualifications will also be appreciated in the media, Internet portals or publishing houses and magazine editorial offices. Knowledge of marketing and advertising also opens doors to management positions in companies and corporations as well as government and non-government institu-

## This programme is for You, if:

**You are a creative person  
and you like new challenges**

**You have broad horizons  
and many interests**

**You want to build your  
professional career path  
in the advertising industry**



# Degree programme and study structure

FRIST-CYCLE STUDIES  
(UNDERGRADUATE STUDIES)

Studies last 3 years (6 semesters), are worth 180 ECTS credits, end with a bachelor's degree.

The curriculum covers the issues of management science and related disciplines, concerning the essence, regularities and problems of enterprise and other organizations.

## FIRST YEAR OF STUDY

The first year of study is dominated by subjects which, irrespective of the chosen field of study, will provide a broad horizon of thinking and an understanding of the concepts and basic issues in a particular field of study. As a result, you will acquire knowledge and skills that will make it easier for you to find your place in many different professions in the future and prepare you to undertake interdisciplinary projects, which is nowadays particularly important and appreciated on the labour market. From the second semester onwards, classes introduce in more detail the content specific to the chosen field of study.

## FIRST SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
SCIENCE OF STATE, LAW, POLITICS	5	L	30/24
INTRODUCTION TO PSYCHOLOGY	5	L	30/24
ORGANISATION AND MANAGEMENT THEORY	5	L	30/24
BASIC OF ECONOMICS	5	L	30/24
BASIC OF SOCIAL COMMUNICATION	4	L	30/16
ACADEMIC SKILLS	2	S	15/8
INTRODUCTION TO PHILOSOPHY	4	L	30/16
OHS	0	E	8/4

# Degree programme and study structure

ADVERTISING

## SECOND SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
METHODOLOGY OF RESEARCH IN SOCIAL SCIENCES	4	S	24/16
PROJECT MANAGEMENT	3	S	24/16
BASIC OF LEGAL AND PUBLIC FINANCE	4	L	30/24
BASIC OF BUSINESS LAW	3	L	30/16
ACCOUNTING PRINCIPLES	5	L, D	60/40
QUANTITATIVE METHODS-STATISTICS	5	L, D	60/40
ORGANISATIONS MANAGEMENT	4	L	30/24

### DRUGI ROK STUDIÓW

In the second year, subjects focused on the chosen field of study are introduced to the programme. They enable you to deepen your knowledge and acquire the competences necessary to understand and practically apply knowledge of finance and accounting in different spheres of economic activity.

## THIRD SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
HUMAN RESOURCES MANAGEMENT	7	L, D	60/40
COMPANY FINANCES	7	L, D	60/40
MICROECONOMICS	6	L, D	60/40
BASIC OF MARKETING	4	L	30/24
ORGANISATIONAL BEHAVIOUR	4	L	30/24

## FOURTH SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
FINANCIAL ANALYSIS OF THE COMPANY	6	L, D	60/40
MARKETING RESEARCH	6	L, D	60/40
MACROECONOMICS	4	S	30/24
BASIC OF PUBLIC RELATIONS	4	L	30/16
MANAGEMENT OF CHANGE	4	S	30/24
QUALITY MANAGEMENT	4	S	30/16

# Tuition fees

ADVERTISING

## FIXED TUITION - FLEXIBLE PAYMENTS

By choosing to study at UEHS, you can be sure that the tuition fee will not change throughout the duration of your studies. You can pay the tuition fee once for the entire year of study or spread over a semester payment. This allows you to decide how you want to plan your expenses.

## REDUCE THE COST OF YOUR STUDIES

As part of the UEHS discount programme, you can take advantage of various reductions and promotions. They are usually applied in the first year of study. It means that your tuition fees will be reduced by the amount of the discounts granted. Candidates who register and pay their tuition fees within one month of registration will receive an English language course for free. The course covers 80 hours of English classes and 20 hours of classes of Polish culture.

## Fees

### EU&OTHER COUNTRIES GROUP

YEAR OF STUDY	ANNUALLY	PER SEMESTER
1st year	2500 €	1400 €
2nd and 3rd	2500 €	1400 €

### OTHER COUNTRIES

YEAR OF STUDY	ANNUALLY	PER SEMESTER
1st year	3500 €	1900 €
2nd and 3rd	3500 €	1900 €



# Scholarships - easier than you think



While studying at UEHS, you can take advantage of a wide range of financial support from the state budget and European funds, as well as benefit from special discounts with UEHS discount program

**You can submit most scholarship applications quickly and easily through your online account.**

**2020/2021 ACADEMIC YEAR**

**292**

RECTOR'S  
SCHOLARSHIPS

**106**

SOCIAL  
SCHOLARSHIPS

**79**

SCHOLARSHIPS  
FOR PEOPLE  
WITH DISABILITIES

**PLN 1,890,289.35 was spent in 2019 on scholarships**  
**PLN 2,911,662.50 was spent in 2020 on scholarships**

**SCHOLARSHIP • SPORTS SCHOLARSHIPS • SOCIAL SCHOLARSHIPS  
• SPECIAL SCHOLARSHIPS FOR DISABLED PEOPLE • ALLOWANCES**

# Degree programme and study structure

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## THIRD YEAR OF STUDY

In the third year, you can choose subjects from the specialisation International Logistics to gain specialised preparation in this area. You can choose 4 of the 6 of them on each semester.

### FIFTH SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
BASIC OF NEGOTIATION AND MEDIATION	5	L, D	60/40
PODSTAWY REKLAMY	5	L, D	60/40
CORPORATE SOCIAL RESPONSIBILITY	5	L, D	60/40
SOCIAL PSYCHOLOGY	4	S	30/16
BRAND MANAGEMENT	4	S	30/16
KNOWLEDGE MANAGEMENT	4	S	30/16

### SIXTH SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
MARKETING IN TRADE AND SERVICES	6	L, D	60/40
NEW TECHNOLOGIES IN MARKETING	6	L, D	60/40
PROMOTIONS STRATEGIES	6	L, D	60/40
PSYCHOLOGY OF ADVERTISING	4	S	30/16
SOCIAL MEDIA	4	S	30/16
CONSUMER BEHAVIOUR	4	S	30/16

The study programme also includes foreign language classes and (for full-time students) sports and recreational activities.