



UNIVERSITY
OF ECONOMICS AND HUMAN SCIENCES
IN WARSAW

Social Communication and Public Relations

Type:
Graduate (Master)

Field of study:
Management

Duration of study:
2 years (4 semesters)

Mode:
full-time | online

Language:
Polish | English



Obtained title:
master

Why You should choose this study programme?

In today's world, communication is the lifeblood of any business or organization. The development of digital technology, especially social media, makes communication skills and the ability to create an image important not only in large companies.

In this program you will learn about the functioning of the modern media, communication techniques and the psychological secrets of persuasion. You will learn a marketing approach to managing and building and controlling complex outreach campaigns.

What You can do after this study programme



After completing this specialization, the world of media and advertising will open up to you. You will find employment, among other things, in public relations agencies, advertising agencies, central offices, departments of social communication and public relations of companies in various industries, public administration, banks, social organizations, political parties, and also as a press officer, specialist in media relations or promotion.

This programme is for You, if:

You are a communicative person

Creativity is your element and new challenges are a pleasure for you

You are looking for an interesting and engaging job in a dynamic environment



Degree programme and study structure

STUDIA DRUGIEGO STOPNIA
(MAGISTERSKIE)

Study last 2 years (4 semesters), are worth 120 ECTS credits , end with a master's degree.

The education model is focused on finance and accounting subjects and specialization subjects.

FIRST YEAR OF STUDY

The first two semesters comprise courses taken together for all students in a given field of study.

FIRST SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
STATISTICAL METHODS	7	L, D	60/40
ENTREPRENEURSHIP	7	L, D	60/40
PUBLIC RELATIONS	4	L	30/16
MANAGEMENT CONCEPTS	4	L	30/24
ETHICS IN MANAGEMENT	4	S	30/16
CIVIL LAW	4	S	30/16

SECOND SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
STRATEGIC MANAGEMENT	7	L, D	60/40
ART OF NEGOTIATION	7	L, D	46/32
INTERNATIONAL MARKETING	6	L	30/24
COMMERCIAL LAW	5	L	30/16
MODERN BUSINESS PROCESS MANAGEMENT	5	L	30/16

Degree programme and study structure

SECOND YEAR OF STUDY

In the second year, you can choose courses in social communication and public relations to gain specialist training in this area. In semester III you should choose two out of three courses conducted in the form of lectures and discussions, and two out of three courses in the form of seminars. In semester IV – you must choose three of the four courses taught in the form of seminar.

THIRD SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
ENTERPRISE MANAGEMENT INFORMATION SYSTEMS	6	L, D	60/40
LOGISTICS	6	L, D	60/40
TOTAL QUALITY MANAGEMENT	6	L, D	60/40
SOCIAL COMMUNICATION	4	S	30/16
MASS MEDIA AND PUBLIC OPINION	4	S	30/16
INTERPERSONAL COMMUNICATION TRAINING	4	S	30/16

FOURTH SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
MEDIA RELATIONS	5	S	30/24
MARKETING ON THE ENTERPRISE MARKET	5	S	30/24
PSYCHOLOGY OF PERSUASION AND PROPAGANDA	5	S	30/24
MANAGEMENT OF THE INFORMATION CAMPAIGN	5	S	30/24

Starting from semester three, students also participate in a undergraduate thesis seminar, during which they prepare their master's thesis under the supervision of a supervisor. The diploma examination with a thesis defence concludes the studies and allows for the award of the Master's degree.

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	2700 €	1500 €
2nd and 3rd	2700 €	1500 €

OTHER COUNTRIES

YEAR OF STUDY	ANNUALLY	PER SEMESTER
1st year	3700 €	2000 €
2nd and 3rd	3700 €	2000 €

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**