

Seminar offer
2020/2021
Bachelor Studies
Management and Marketing

Supervisor	Seminar topics	Full-time studies	Part-time studies
dr Monika Hajdas	<ol style="list-style-type: none"> 1. Innovation & marketing 2. Brand management 3. Consumer behavior and user experience (UX) 4. New product development 5. Marketing communication: advertising, narratives & storytelling 	2	0
dr Joanna Macalik	<ol style="list-style-type: none"> 1. Public Relations - media relations, PR campaigns, e-PR and PR in social media, crisis PR, internal PR, black PR. 2. Personal Branding - building personal brand strategy, elements of a personal brand, personal brand PR, personal branding on the Internet. 3. Employer Branding - internal and external employer branding, employer brand building, employer branding tools. 4. Content in Marketing - copywriting, content marketing, storytelling. 5. Visual Aspects of Marketing - visual communication, corporate identity, image role in advertising, communication design, information design, product design. 6. Place Marketing and Tourism Marketing - marketing of cities, regions and countries, local, urban and national brands, marketing and urban planning, destination marketing. 7. Culture Marketing - marketing of cultural goods and services, culture market, recipients of culture. 	3	0
dr hab. Barbara Mróz-Gorgoń, prof. UEW	<ol style="list-style-type: none"> 1. Brand management - branding / rebranding - brand strategies - the meaning of the brand. 2. Marketing and management aspects of non-profit organizations. 3. Personal Branding - creating a personal brand. 4. Organizational culture and its importance for the organization. 5. Blog and Vlogosphere - marketing aspects. 6. Internet marketing - E-business trends- marketing aspects of social media. 7. Cultural differences and their importance - international enterprise / organization perspective. 8. Business Negotiations - stages / problems / challenges / 9. Strategy and marketing communication of enterprises - from start-ups to transnational corporations. 10. CSR - Corporate social responsibility and its marketing significance. 	10	0
dr hab. Joanna Radomska, prof. UEW	<ol style="list-style-type: none"> 1. Strategic management. 2. Project management. 3. Change management. 4. HR strategy. 5. Leadership. 6. Businessplan. 7. Entrepreneurship. 	3	0

dr Jędrzej Wasiak-Poniatowski	<ol style="list-style-type: none"> 1. Marketing of public organisations. 2. Communication in public sector (ICT systems) . 3. ICT in marketing (social media, Internet of Things, mobile communication). 4. E-administration, e-government. 5. Local government units management. 6. ICT systems supporting management (information resources, business intelligence, information management). 7. Project management. 8. Business process management. 	2	0
dr hab. Anna Witek-Crabb, prof. UEW	<ol style="list-style-type: none"> 1. Business strategy. 2. Strategic analysis of sectors/ businesses. 3. Business plan (your own business). Entrepreneurship. 4. Managing non-profit organisations. 5. CSR and sustainable development of enterprises. 6. Leadership. Strategic thinking. 7. Human resources management. 8. Motivating people. 	5	0
dr hab. Jarosław Woźniczka, prof. UEW	<ol style="list-style-type: none"> 1. Marketing management. 2. Marketing communications management. 3. Big data / marketing 5.0. 4. Online marketing / mobile marketing. 5. Customer experience management. 6. Marketing effects measurement. 7. Advertising management, creative strategy and media planning. 8. Outbound / inbound marketing. 9. Social media marketing. 10. Dark side of marketing / marketing ethics. 	5	0