

Journalism and Social Communication - Market Communication

- Kierunek - studia II stopnia

FROM OCTOBER Master's degree English

What are you going to learn by choosing this specialization?

The recruitment for the course/specialization you have chosen is no longer open.

If you are interested in studying at the **University of Lower Silesia DSW** in the next recruitment period, [click here](#) and leave a contact.

- Forms, standards and formats of online journalism;
- Public relations tools on the web;
- E-marketing technician;
- Law and ethics in the digital age;
- Tools for testing and measuring effects on the Internet;
- Create and manage content in social media;
- Building the brand of the place – territorial marketing in the network;
- Creating the image of the organization in traditional and social media;

Build a personal brand.

Studies in this specialty are addressed to a large extent to media managers, information brokers, big data journalists, producers and presenters.

There will also be people responsible for building the image – content creators, social media profiles, brand managers and media planners – both full-time employees and freelancers.

We live in times when there are no anonymous people. About virtually everyone, even little known entity, you can find information on the internet. It's worth it take care of this data, for which specialists in this fields.

Work for you:

competent employee of the communication department in the organization;

specialist running profiles in social media;

a spokesperson representing the organization;

media relations specialist (including for creating press releases and organizing press conferences);

employee of public relations agencies, including those specializing in crisis management.

Key program features

Building information and image campaigns,
Preparing an effective press conference,
Lobbying and sponsorship,
Corporate Identity,
E-PR workshop