

*Załącznik
do Uchwały Senatu UEK nr T.0022.75.2026
z dnia 25 czerwca 2026 roku*

POSTGRADUATE STUDY PROGRAM
Marketing and Corporate Communication

1. Target Audience of the Program:

Postgraduate Studies in Marketing and Corporate Communication, conducted in English, are aimed at leaders and mid- to senior-level managers operating in corporate environments who wish to better understand the mechanisms of effective organizational communication and expand their knowledge with modern marketing tools and strategies that support image building, employee engagement, and relationships with the business environment.

The program was developed to address the evolving demands of contemporary corporations, which must navigate a rapidly changing market landscape by implementing communication strategies that are not only effective but also ethical and sustainable, leveraging modern tools and techniques to enhance their marketing efforts.

The studies are conducted in cooperation between the Krakow School of Business at the Krakow University of Economics and Clark University (USA), and are intended for professionals from Poland and abroad who are proficient in English. The program concludes with the awarding of a dual diploma from both institutions.

2. Objective:

The primary objective of the study program is to equip participants with the competencies necessary to assume leadership roles within corporate structures, with a particular focus on designing and implementing effective marketing strategies and managing communication in complex business environments.

The curriculum fosters the development of skills essential for effective and responsible communication across multiple channels, within a global and rapidly evolving context, utilizing advanced tools and technologies that support marketing initiatives. Graduates of the program will be prepared to develop and execute coherent, ethical, and sustainable communication strategies that enhance operational efficiency and organizational competitiveness. Moreover, they will be equipped to respond professionally to change and crisis situations in the field of corporate communication.

The program incorporates contemporary teaching methods, including flipped classrooms, workshops, hackathons, foresight, design thinking, and gamification. These approaches foster active learning, the development of practical competencies, and critical thinking in the context of the challenges faced by today's corporate environment.

3. Study program:

Nr	Subject	H	ECTS
1	Marketing and Communication Strategies	40	5
2	Multi-Channel Communications	40	5
3	Communicating Responsibly	40	5
4	Strategic Marketing Tools and Applications	24	4
5	Marketing Analytics	24	4
6	Cultural Diversity and Intercultural Communication	24	4
7	PR in the Digital Age	24	4
8	Change Management	24	4
9	Brand management and Positioning	24	4
10	Legal Frameworks for Corporate Communication	24	4
11	Capstone Practicum	32	5
12	Corporate Insights: Expert-Led Sessions	8	1
13	Visual Communication Design	18	3
14	AI in Communication	18	3
15	Personal Branding for Corporate Leaders	18	3
16	Innovation Lab: Designing Creative Communication and Immersive Experiences	16	2
17	Hackathon Session: Interactive Events for Communication and Engagement	16	2
18	Foresight: Predicting Change and Future Communication Strategies	16	2
	Together:	430	64

4. Duration and Number of Hours:

The postgraduate program will be delivered in a part-time format, with classes held on Fridays pm, Saturdays and Sundays.

The total number of instructional hours is 430, and the program spans four semesters. The studies will be conducted in a hybrid model, combining both in-person and online sessions.

5. Conditions and Method of Program Completion

The requirements for passing individual courses are specified in detail in the course syllabi. To complete the program and obtain the diploma, participants must successfully pass all courses, the final exam and defend their capstone project. Upon fulfilling these requirements, graduates will be awarded a dual diploma from the Krakow School of Business at the Krakow University of Economics and Clark University (USA).

6. Learning outcomes:

Learning outcomes for the Study Program		
Organizing Unit	Krakow School of Business	
Name of the postgraduate program	Marketing and Corporate Communication	
Field of Study	Social sciences	
Study profile	General academic profile	
PRK level	7	
Degree	postgraduate	
Nr of semestres	4	
Learning outcome code	Description	PRK
P_W (KNOWLEDGE) Student knows and understands:		
MiCC_W1	at an advanced level theories and concepts constituting knowledge in the field of marketing and communication	P7S_WG
MiCC_W2	at an advanced level knowledge of major trends and directions of change in the area of marketing and corporate communication, including their impact on organizational strategy	P7S_WG
MiCC_W3	at an advanced level methods, techniques, and tools used in the field of marketing and communication, with particular emphasis on their application in the execution of leadership and managerial functions within an organization	P7S_WG
MiCC_W4	at an advanced level contemporary and emerging challenges related to communication and technology, and their impact on corporate operations	P7S_WG
MiCC_W5	legal, organizational, and ethical conditions governing the professional practice within the scope of the postgraduate program Marketing and Corporate Communication	P7S_WK
MiCC_W6	the role of entrepreneurial activities, including the principles of communicating business ideas, engaging partners, and building and developing relationships with customers and other stakeholders	P7S_WK

P_U (SKILLS) Student can:		
MiCC_U1	select and apply appropriate methods and tools to effectively solve complex problems related to marketing and communication in corporate settings	P7S_UW
MiCC_U2	select, interpret, and explain phenomena and processes taking place in a rapidly changing environment, especially in the context of information flow and communication, with consideration of their relevance to organizational performance	P7S_UW
MiCC_U3	communicate with the business environment through various communication channels	P7S_UK
MiCC_U4	manage team operations, collaborate with others in group work while adopting a leadership role, and to motivate and inspire team members to engage actively	P7S_UO
MiCC_U5	autonomously initiate and implement activities aimed at achieving defined objectives, demonstrating responsibility, a commitment to continuous development, and the ability to support and guide others in this regard	P7S_UU
P_K (SOCIAL COMPETENCES) Student is ready to:		
MiCC_K1	critically evaluate their own knowledge and the information they receive, particularly in the fields of marketing and communication	P7S_KK
MiCC_K2	recognize the importance of information and knowledge in solving cognitive and practical problems related to socio-economic phenomena	P7S_KK
MiCC_K3	think and act in a creative, and innovative manner, demonstrating entrepreneurial mindset	P7S_KO
MiCC_K4	conduct oneself ethically and sustainably within a corporate setting, aligning actions with principles of corporate social responsibility and long-term value creation	P7S_KR

Objaśnienia oznaczeń w symbolach dotyczących kierunku studiów podyplomowych:

MiCC – kierunek studiów podyplomowych Marketing and Corporate Communication

- W – kategoria wiedzy
- U – kategoria umiejętności
- K – kategoria kompetencji społecznych
- 1, 2, 3 i kolejne – numer efektu uczenia się

Objaśnienia oznaczeń w odniesieniach do charakterystyk efektów uczenia się

- P – poziom Polskiej Ramy Kwalifikacji (PRK)
- P7S – charakterystyka drugiego stopnia poziomu 7 PRK

P7U_W – charakterystyka uniwersalna (WIEDZA):

- P7S_WG – charakterystyka drugiego stopnia (zakres i głębokość)
- P7S_WK – charakterystyka drugiego stopnia (kontekst)

P7U_U – charakterystyka uniwersalna (UMIEJĘTNOŚCI):

- P7S_UW – charakterystyka drugiego stopnia (wykorzystanie wiedzy)
- P7S_UK – charakterystyka drugiego stopnia (komunikowanie się)
- P7S_UO – charakterystyka drugiego stopnia (organizacja pracy)

- P7S_UU – charakterystyka drugiego stopnia (uczenie się)
- P7U_K – charakterystyka uniwersalna (KOMPETENCJE SPOŁECZNE):
- P7S_KK – charakterystyka drugiego stopnia (oceny/krytyczne podejście)
- P7S_KO – charakterystyka drugiego stopnia (odpowiedzialność)
- P7S_KR – charakterystyka drugiego stopnia (rola zawodowa)

Short syllabi:

Course Title
Marketing and Communication Strategies
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of contemporary marketing and communication strategies and the importance of responsible communication in a global environment (MiCC_W1, MiCC_W2, MiCC_W3). Skills: can analyze and interpret information from the organizational environment and communicate effectively with stakeholders using appropriately selected marketing communication tools and methods (MiCC_U1, MiCC_U3). Social Competences: is ready to critically interpret communication phenomena and recognises the importance of effective communication in social and business relationships (MiCC_K1, MiCC_K4).
Course Content
1. Evolution of marketing concepts and contemporary market orientation of organizations. 2. Marketing in international and intercultural environments. 3. Consumer behavior and contemporary consumption trends. 4. Marketing research and identification of consumer insights. 5. Models and tools of marketing communication. 6. Marketing communication strategy and native advertising. 7. Customer-oriented and human-centric marketing approaches. 8. Strategic brand and competitive environment analysis. 9. Segmentation, targeting and brand positioning. 10. Implementation of marketing strategy (marketing mix).

Course Title
Multi-Channel Communications
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of multichannel communication design principles and integration of marketing tools (MiCC_W1, MiCC_W2). Skills: can plan and optimize multichannel campaigns and analyze communication channel effectiveness (MiCC_U1, MiCC_U2). Social Competences: is ready to collaborate effectively in teams when designing communication strategies (MiCC_K1).
Course Content
1. Integrated Marketing Communication (IMC) in digital environments. 2. Characteristics of online and offline communication channels. 3. Content creation for social media, PR and corporate communication. 4. Customer journey design in multichannel communication. 5. Storytelling and persuasion in marketing communication. 6. Content marketing strategy development. 7. Evaluation of communication effectiveness in digital channels. 8. Audience segmentation and message personalisation. 9. Multichannel campaign planning. 10. Team project – development of a multichannel communication plan.

Course Title
Communicating Responsibly
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of ethical, social and regulatory aspects of organizational communication (MiCC_W3, MiCC_W5). Skills: can design responsible communication strategies incorporating CSR and ESG principles (MiCC_U2, MiCC_U3). Social Competences: is ready to demonstrate social and ethical responsibility in communication practices (MiCC_K2).
Course Content
1. Foundations of responsible organizational communication. 2. Ethics in marketing and corporate communication. 3. CSR and ESG in communication strategies. 4. Transparency in organizational communication. 5. Crisis communication and reputation management. 6. Fake news and disinformation in digital environments. 7. Inclusive and intercultural communication. 8. Ethical standards in PR and marketing. 9. Case study analysis of responsible communication. 10. Responsible communication strategy project.

Course Title
Strategic Marketing Tools and Applications
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of strategic analysis tools as well as marketing and communication planning models (MiCC_W1, MiCC_W2). Skills: can analyze markets and audience behaviors and design data-driven marketing and communication strategies (MiCC_U1). Social Competences: is ready to make strategic decisions and collaborate effectively in project teams (MiCC_K1, MiCC_K3).
Course Content
1. Introduction to the concept of Integrated Marketing Communications (IMC) and the role of integrated marketing communication within organizational strategy. 2. Organizational structures and challenges related to implementing marketing communication strategies in companies operating in a multichannel environment. 3. Ethical frameworks of marketing communication and the role of corporate social responsibility (CSR) in designing communication strategies. 4. Theoretical models of consumer behavior and their application in analysing purchasing decisions and planning marketing communication. 5. Audience segmentation and target group identification as a foundation for strategic communication planning. 6. Development and application of marketing personas (buyer personas) and analysis of customer needs and objectives. 7. Designing customer journeys within multichannel and omnichannel communication environments. 8. Customer targeting strategies and alignment of communication tools with stages of the consumer decision-making process. 9. Content marketing strategy planning and design of communication messages across diverse media channels.

10. Analysis of customer engagement in cross-channel communication using data and key performance indicators (KPIs).
11. Development of a comprehensive Integrated Marketing Communications (IMC) plan encompassing analysis, strategy design, implementation, and performance measurement systems.

Course Title
Marketing Analytics
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of marketing research methods and data analysis (MiCC_W2). Skills: can design research studies, analyze data, and interpret consumer insights (MiCC_U1, MiCC_U3). Social Competences: is ready to demonstrate research integrity and critically analyze information (MiCC_K2).
Course Content
1. Marketing research. 2. Qualitative and quantitative methods. 3. Marketing research design. 4. Market data analysis. 5. Interpretation of consumer insights. 6. Application of analytical tools. 7. Data visualization. 8. Data-driven decision-making. 9. Research project – analysis of a marketing problem. 10. Presentation of research results.

Course Title
Cultural Diversity and Intercultural Communication
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of intercultural communication mechanisms and cultural diversity (MiCC_W3, MiCC_W6). Skills: can adapt marketing communication to different cultural contexts (MiCC_U2, MiCC_U3). Social Competences: is ready to work in international and intercultural environments (MiCC_K2, MiCC_K4).
Course Content
1. Foundations of intercultural communication. 2. Models of organizational culture. 3. Cultural differences in global marketing. 4. Communication in international teams. 5. Diversity management. 6. Intercultural leadership competencies. 7. Intercultural negotiations. 8. Communication barriers in intercultural contexts. 9. Adaptation of marketing messages to different cultures. 10. Global communication case studies.

Course Title
PR in the Digital Age
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of social media communication principles and the development of effective public relations strategies in digital media environments (MiCC_W4, MiCC_W6). Skills: can collaboratively design PR strategies and manage digital reputation (MiCC_U2, MiCC_U3). Social Competences: is ready to communicate effectively and responsibly with stakeholders and the broader environment (MiCC_K2, MiCC_K4).
Course Content
1. Transformation of public relations in the digital environment. 2. Social media in public relations. 3. Building relationships with online media. 4. Digital reputation management. 5. Influencer marketing. 6. Development of online PR strategies. 7. Media monitoring and sentiment analysis. 8. Online crisis communication. 9. PR content creation and storytelling. 10. Design of a digital PR campaign for a selected corporation.

Course Title
Change Management
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of change management processes and their impact on organizational communication (MiCC_W2). Skills: can plan communication processes that support organizational transformation (MiCC_U1, MiCC_U2). Social Competences: is ready to communicate effectively and responsibly with stakeholders and the broader environment (MiCC_K2, MiCC_K4).
Course Content
1. Change management – theoretical foundations and practical applications. 2. Models of organizational change implementation, with particular emphasis on corporate environments. 3. The role of leadership in the change process. 4. Stakeholder analysis in corporate change processes. 5. Communication during organizational change in corporations. 6. Resistance to change and methods of its mitigation. 7. Planning organizational transformation processes. 8. Change risk management. 9. Organizational culture and its influence on change processes in corporations. 10. Project development: a change implementation plan for a selected corporation.

Course Title
Brand Management and Positioning
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of the principles of brand management and the processes of brand positioning in the market (MiCC_W2, MiCC_W4). Skills: can develop brand identity, define value propositions, and position brands effectively in competitive markets (MiCC_U1, MiCC_U2). Social Competences: is ready to collaborate effectively within teams to build and manage brand strategies, demonstrating responsibility for consistent brand communication and sensitivity to stakeholder needs. (MiCC_K2, MiCC_K3).
Course Content
1. Strategic Brand Management in Dynamic Market Environments 2. Brand Identity Systems and Visual Communication Strategy 3. Consumer-Based Brand Equity and Brand Value Measurement 4. Brand Positioning Strategies and Competitive Differentiation 5. Emotional Branding and Consumer Psychology 6. Brand Architecture: Portfolio and Extension Strategies 7. Digital Branding and Social Media Ecosystems 8. Rebranding and Brand Revitalization Strategies 9. Global Branding vs. Local Adaptation (Glocalization) 10. Brand Ethics, Sustainability, Demarketing and Corporate Social Responsibility

Course Title
Legal Frameworks for Corporate Communication
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of legal frameworks regulating corporate communication and marketing activities in Europe and the United States, particularly in the areas of personal data protection, advertising regulation, intellectual property, and the functioning of digital platforms (MiCC_W2, MiCC_W3). Skills: can identify legal risks in organizational communication activities, interpret legal regulations applicable in European and American contexts, and design communication strategies compliant with international legal standards (MiCC_U1, MiCC_U3). Social Competences: is ready to plan corporate communication responsibly and ethically, taking into account organizational legal accountability, stakeholder protection, and the social consequences of communication activities (MiCC_K2, MiCC_K3).
Course Content
1. Legal systems shaping corporate communication: regulatory models in Europe, the United States and others 2. Sources of communication and marketing law: European Union legislation, national regulations, and the U.S. federal legal framework. 3. Freedom of expression versus communication responsibility: European regulatory approach vs. the U.S. First Amendment doctrine. 4. Advertising and marketing regulation in the EU and the USA: legal standards and industry self-regulation mechanisms. 5. Data protection and privacy in digital communication: GDPR compared with CCPA and other U.S. privacy regulations. 6. Copyright and intellectual property rights in corporate communication across European and American legal systems.

7. Legal liability for corporate communication content in traditional and digital media environments.
8. Regulation of social media platforms and digital intermediaries: Digital Services Act and Digital Markets Act vs. U.S. regulatory approaches.
9. Transparency, disclosure obligations, and corporate reporting requirements in European and American markets.
10. Influencer marketing and native advertising regulations: EU guidelines and U.S. Federal Trade Commission (FTC) standards.
11. Legal risk management and crisis communication from a comparative EU–U.S. perspective.
12. Compliance in corporate communication: designing legally compliant communication strategies using EU–USA case studies.

Course Title
Capstone Practicum
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of the theoretical and methodological foundations of professional communication, organizational analysis, and the resolution of real business problems through the integration of knowledge acquired throughout the study program (MiCC_W2, MiCC_W3, MiCC_W6). Skills: can diagnose organizational problems, design and conduct applied research, analyze qualitative and quantitative data, and develop strategic communication recommendations for real business stakeholders (MiCC_U2, MiCC_U5). Social Competences: is ready to work in professional project environments, assume team and leadership roles, make responsible decisions, and communicate effectively with clients and diverse stakeholders (MiCC_K2, MiCC_K3).
Course Content
1. Integration of knowledge acquired throughout the study program in the implementation of the capstone project. 2. Definition of the research problem and project objectives for a business client. 3. Analysis of the organization, its environment, and its stakeholders. 4. Literature review and identification of industry trends (industry scan). 5. Design of applied research methodology. 6. Project planning, including the Project Charter, timeline development, and risk and resource management. 7. Collaboration with the client and facilitation of project meetings. 8. Collection and analysis of qualitative and quantitative data. 9. Identification of key organizational challenges (salient issues). 10. Development of strategic recommendations and implementation solutions.

11. Preparation of a professional final report in accordance with academic standards (APA).
12. Project presentation and defence of the capstone before an academic panel.

Course Title
Visual Communication Design
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of the principles of visual communication, contemporary visual language, and the theoretical and historical foundations of graphic design in the context of digital and intercultural communication (MiCC_W3, MiCC_W4). Skills: can design visual communication messages using typography, imagery, and digital tools; analyze data and information and transform them into clear visual formats, applying design thinking principles and professional design software (MiCC_U2, MiCC_U3). Social Competences: is ready to critically evaluate their own projects and the work of others, apply visual communication responsibly in social and cultural contexts, and collaborate effectively in creative and design processes (MiCC_K2, MiCC_K4).
Course Content
1. Introduction to visual communication and its role in corporate and marketing communication. 2. History of visual communication and the development of contemporary graphic design. 3. Visual language and the fundamental elements of two-dimensional design. 4. Design thinking and creative problem-solving in communication contexts. 5. Principles of composition, visual hierarchy, and information perception. 6. Colour theory and its application in visual communication. 7. Typography as a tool for communication and visual identity development. 8. Design of visual identity systems, logos, and branding elements. 9. Data visualization and infographic design.

10. Digital design tools (Adobe Photoshop and Illustrator) in communication practice.
11. Design critique, reflection, and presentation of design concepts.
12. Ethical and intercultural aspects of visual communication and the application of design in addressing social challenges.

Course Title
AI in Communication
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of AI-enhanced communication strategies across various channels, integrating data analysis, automation, and ethical considerations (MiCC_W1, MiCC_W4). Skills: can use AI tools and data-driven methods to create, optimize, and evaluate communication content, campaigns, and audience engagement strategies (MiCC_U1, MiCC_U2). Social Competences: is ready to apply AI in communication practices, considering ethical issues, societal impact, and stakeholder needs (MiCC_K2, MiCC_K4).
Course Content
1. Introduction to Artificial Intelligence in Communication 2. Foundations of AI: Machine Learning, NLP, and Automation 3. AI-Driven Content Creation: Tools, Opportunities, and Limitations 4. Advanced AI Applications in Storytelling, Video, and Audio Content 5. AI for Sentiment Analysis and Trend Monitoring 6. AI in Internal Communications and Organizational Messaging 7. AI in Social Media Management and Content Optimization 8. AI in Public Relations and External Communication 9. AI for Audience Targeting, Segmentation, and Personalization 10. Chatbots and Conversational AI in Communication Strategies 11. AI-Enhanced Communication Campaign Design 12. Ethical Issues in AI Communication: Bias, Privacy, and Transparency 13. Future Trends and Innovations in AI for Communication

Course Title
Personal Branding for Corporate Leaders
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of personal branding strategies for leaders and the mechanisms of reputational communication in corporate environments (MiCC_W3, MiCC_W6). Skills: can design personal branding strategies, develop leadership narratives, and manage leader communication in digital and business environments (MiCC_U3, MiCC_U4). Social Competences: is ready to consciously and ethically shape their professional image and inspire others through leadership communication (MiCC_K1, MiCC_K3).
Course Content
1. The concept of personal branding in corporate environments. 2. The role of the leader as an organizational ambassador. 3. Authenticity and values in leadership communication. 4. Leadership storytelling. 5. Communication strategies in professional media environments. 6. Building expert reputation and thought leadership. 7. Public speaking and self-presentation skills. 8. Online reputation and image management. 9. Crisis communication for leaders. 10. Analysis of business leader case studies. 11. Ethics of personal communication. 12. Development of a personal branding strategy project.

Course Title
Innovation Lab: Designing Creative Communication and Immersive Experiences
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of innovation processes and methods for designing creative and immersive communication experiences (MiCC_W2, MiCC_W4). Skills: can design innovative communication solutions using design thinking and immersive technologies (MiCC_U2, MiCC_U4). Social Competences: is ready to collaborate creatively in interdisciplinary teams and experiment with new forms of communication (MiCC_K3, MiCC_K4).
Course Content
1. Innovation in marketing and corporate communication as a context for experience design. 2. User experience (UX) design and development of interactive audience journeys. 3. Immersive communication and AR/VR/XR technologies in experience design. 4. Prototyping of communication solutions. 5. Testing, evaluation, and iterative improvement of communication prototypes. 6. Interdisciplinary collaboration and co-creation in the design process. 7. Presentation of a prototype immersive communication experience.

Course Title
Hackathon Session: Interactive Events for Communication and Engagement
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of methods for designing interactive events and contemporary mechanisms for stakeholder engagement in communication processes (MiCC_W2, MiCC_W4). Skills: can design and implement communication projects in a hackathon format and manage collaborative solution co-creation processes (MiCC_U2, MiCC_U4). Social Competences: is ready to work effectively in teams under time pressure and to creatively solve communication-related problems (MiCC_K1, MiCC_K3).
Course Content
1. Introduction to the concept of a hackathon as an intensive project-based format supporting innovation in organizational communication. 2. The process of planning and organising a hackathon, including defining event objectives and designing collaborative team workflows. 3. Identification and analysis of communication challenges serving as the starting point for project-based activities. 4. Implementation of a hackathon as a process of generating and developing communication solutions under time constraints. 5. Preparation and presentation of solutions in a pitching format, developing argumentation and project communication competencies. 6. Evaluation and selection of proposed ideas based on innovation, feasibility, and implementation potential. 7. Evaluation of participant experiences and reflection on team effectiveness and applied project methodologies.

Course Title
Foresight: Predicting Change and Future Communication Strategies
Language of Instruction
English
Learning Outcomes
Knowledge: at an advanced level demonstrates knowledge and understanding of strategic foresight methods as well as future technological and social trends influencing corporate communication (MiCC_W2, MiCC_W4). Skills: can analyze trends, identify weak signals, and design communication strategies under conditions of uncertainty and change (MiCC_U1, MiCC_U2). Social Competences: is ready to engage in long-term strategic thinking and adapt to dynamic changes in the organizational environment (MiCC_K2, MiCC_K3).
Course Content
1. Introduction to strategic foresight and its role in managing organizational communication. 2. Social and technological megatrends shaping the future of marketing and communication. 3. Trend analysis and identification of so-called weak signals as tools for anticipating change. 4. Scenario methods and the future thinking approach in analysing possible directions of environmental development. 5. Analysis of foresight case studies as examples of applying change-anticipation methods in organizational practice. 6. Scenario workshops focused on developing future-oriented communication strategies. 7. Evaluation of participant experiences and reflection on the application of foresight methodology.