No.	Course/Module	Syllabus content I Course content
1	Brand Development Strategy	Branding in the digital era; legal and ethical limitations of application of digital tools in branding; shaping personas and behavioural profiiing; analysis of sentiments; political memes and role of political fandoms; creative copywriting and e-mail marketing; Al B tests and content optimalisation; analytics and monitoring; visuaf identification; organisation of teamwork; digital audit in branding.
2	Branding of Cities and Regions	The concept of place marketing; strategies and techniques for creating the image of cities and regions; role of branding in acquiring investors; activities to increase resident satisfaction; relations with locaf media and influencers; city placements; activities promoting the tourist and cultural offer of cities and regions; the concept of event marketing; analysis of selected city and region campaigns; visual identification of cities and regions; public-private partnerships in branding.
3	Civic Participation and Contentious Politics	The concept of civic and political participation, its significance for governance; electoral and nonelectoral participation; conventional and unconventional participation; social participation mechanisms (referenda, consultations, participatory budgeting, civic panels); social movements and social change; repertoires of social movements; civil disobedience; violence in social movements; social movements' outcomes; leadership in social movements; history of social movements in Poland and worldwide; non-governmental organisations and third sector; management of non-governmental organisations; civil society.
4	Content Marketing	The concept of content marketing; the concept of persona; web writing; SEO in content marketing; content marketing strategy; content marketing tools; content research and planning; topic and keyword analysis; audit of existing content; legality and ethics in content marketing, copyright, Al in content marketing; content interactivity; content marketing in politics: social media in politics, content formats in politics; campaign communication vs. ongoing communication; political storytelling; the educational dimension of content; responding to information crises and fake news.

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5	Copyright	Review of national and international copyright legislation; protection of works, textual, graphic, audio and video materials; terms of ticencing and fair use, quotation rights and responsibility for breaches; intellectual property in social media; intellectual property and artificial intelligence (At); analysis of case studies — practical aspects of developing marketing campaigns according to legal provisions and good practices.
6	DigitaF Communication (Elective Module)	Digital revolution and new media; evolution of social media; media convergence; ethical and philosophical challenges of new media; basics of computer graphics, SEOi ads systems in social media; social media formats in paid ads; podcasting: frolT1 creating a story to distribution; streaming; UX and projecting applications; video production; monitoring and analytics in social media; technology text-tovideo and text-to-image; data visualization; creative portfolio.

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No.	Course/Module	Syllabus content I Course content
7	Electoral Campaigns (äective Module)	Specifics of election campaigns in Poland and around the world; geographical, legal political, economic, and social conditions for organising election campaigns; dynamics of election campaign development; election marketing strategies and techniques; professionalisation of election campaigns; media in election campaigns; modern means of conducting political campaigns; influencers and pop culture in election campaigns; election campaigns in practice: planning and monitoring marketing activities, defining target groups, goals, and key messages in election campaigns, creating election messages, positioning candidates/parties in election campaigns; ethics in election campaigns.
8	Ethics	Ethical foundations of action in the public sphere; moral criteria for responsible political leadership; principles of building trust and reputation within political branding processes; tensions between persuasive communication and integrity ot public messaging; ethical challenges in narrative design and crisis communication; significance of transparency, truthfulness. and responsibility for information; ethical implications of data use and algorithmic tools in communication strategies; dilemmas related to representation; inclusion and leaders' relations with diverse audiences; significance of the common good, symbolic responsibility and legitimate use of authority in shaping credibility and public standing of political leaders, selected ethical challenges and dilemmas of modern civilisations.
9	Foreign Language B2+	Vocabulary and grammar as necessary to achieve fluency at fevel B2+ according to the Common European Framework of Reference for Languages.

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10	Government and Politics in Poland	Constitutional principles of the political system; evolution of the Polish political system; transformation, democratisation, democratic backsliding; political, economic and social consequences of the political changes in Poland; the Polish party system; political parties; sociopolitical divisions in Poland; Polish governments after 1989; Polands relations with the European Union and the world; constitutional rights and obligations of citizens; contemporary Polish society; media and public opinion in Poland.
11	Introduction to Branding and Political Marketing	The concept of economic marketing; defining political marketing; models of political marketing; the marketing triad: segmentation, positioning, targeting; political strategy, electoral strategy; political campaigns, election campaigns; voters and voting behaviour; modifying impact of election campaigns; promotion and advertising in election campaigns; political marketing and propaganda; political identity and image; defining the goal, mission and vision of political activities; the concept of branding, brand positioning; brand creation process; political brand creators; visual identification system; types of political images (positive and negative); political credibility and authenticity; brand communication; political brand narrative; storytelling.
12	Introduction to Political Science	Key terms and concepts within political science; genesis and development of the discipline; main theoretical paradigms in political science; state and its functions; political power and legitimisation; political systems and forms of government; democracy and its modern chalienges; political parties and party systems; civil society and social movements; political communication and role of media; introduction to comparative political research; international organisations and globalisation processes; major methods of analysing political phenomena.

No.	CourseIModule	Syllabus content I Course content

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13	Introductory Training in Occupational Safety and Hygiene, Fire Protection	Basic concepts concerning OHS, harmful or noxious conditions at student classes, methods of ensuring safe and hygienic conditions of working and learning at universities, proceedings in the case of an accident, basic rules of first aid, occupational and fire hazards at the place of learning, organisation of fire protection, causes of occurrence and spread of fires, basic obligations and responsibilities arising from provisions on prevention ot fire and in case of fire, terms and skills of using fire equipment and devices.
14	Labour Market and Entrepreneurship	Labour market: definitions and mechanisms of functioning, importance of labour market norms for entrepreneurship, labour code, social dialogue; stages of resolving collective disputes: negotiations, mediation, arbitration, strike; new forms of non-union employee representation in the EU: employees council, methods of selection of candidates for work and employees: emotional method and behavioura] method, application documents and the first stage of selection, tools for selecting job candidates: assessiT1ent centre, competence areas, focused interview; cyclical employee evaluation.
15	Leadership Challenges in the Time of Crisis	Multiplicity and overlap of crises as a new context for leadership; social instability and changing roles and expectations of keaders; the cris;s of democracy and leadership; self-awareness of a leader's limitations and spheres of influence; expert knowledge and its role in leadership; pressures on leaders under crisis conditions; dispersion of leadership and the decline of the central leader model; networked leadership relations; new spaces of leadership; social media and contemporary leadership; artificial intelligence, technology, speed, and the crisis of attention as challenges for Feadership; security crises and leadership; resistance and leaders of resistance; antisystem leaders, leadership in the cult ot strength and toxic leadership.

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16	Leadership Skills	Building formal and informal authority; interpersonal communication: role of the leader in a team; persuasion mechanisms in shaping attitudes; exerting social influence; role of the leader in conflict management; political storytelling; psychology of motivation and involvement; ethical dimension of building the leader's personal brand; management of the organisation's social potential; intercultural management; pro-equality and inclusive practices in team management; human resources planning and aiEocation.
17	Leadership Strategies and T actics	Practical application of theories of leadership; leadership styles and competencies of a leader; strategic thinking in leadership; leadership tactics in practice; political leadership in the times of change and crisis — case studies; team leadership in politics (political coalitions); role of a leader in modern politics — trends and challenges related to mediatisation of politics and personalisation of leadership; workshop of leadership: agile leadership, digital leadership, Al in a leader's work; decision-making simulations; building an individual leadership strategy.
18	MA Thesis 1	Scientific research methodology; technical aspects of preparing a scientific paper; conducting research on a selected topic: selecting the research area, performing a literature review, choosing the thesis topic, developing the research concept (including research methodology), and preparing for the study's implementation.

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No.	CourseIModuIe	Syllabus content I Course content
19	MA Thesis 2	Conducting research on a selected topic: conducting the study in accordance with the developed research concept, processing the research results, presenting the findings in the form of a Master's thesis, and refining scientific writing techniques (Master's thesis).
20	MA Thesis 3	Conducting research on a selected topic: conducting the study in accordance with the developed research concept, processing the research results, presenting the findings in the form of a Master's thesis, refining scientific writing techniques (Master's thesis), preparing the complete version of the Masters thesis, creating a thesis presentation, and preparing for the final diploma examination.
21	Management	Political leaders as managing actors - conditions, forms and mechanisms of activity; strategic dimension of management; operational dimension of management; programming, monitoring and evaluating management activities; management strategies versus management tactics implemented by leaders in organisations of diverse backgrounds; management vs. sectoral and networked decisionmaking processes; mechanisms and forms ot management in politics; management in practice — analysis of cases on the local, regional, national and international levels.

22	Mapping Contemporary Political Systems and Parties	The concept of political systems; classifications of political systems; the environment of political systems; contemporary political systems; determinants of political systems; geographical and civilisational models of political systems; transformations of political systems; democratisation and democratic regression, organs of power and relations between them; the principle of separation of powers; political competition; voters, elections and electoral systems; legal institutionalisation in political systems; the concept of a political party; organisation and functioning of parties; typologies of political parties; families of political parties; the concept of a party system; typologies of party systems; determinants of party systems.
23	Methodological Workshop	The question of demarcation: between science and pseudoscience, similarities and differences between exact sciences, social sciences and humanities, modern and postmodern approaches to sciences and research (Karl R. Popper, Thomas Kuhn, Paul Feyerabend, Imre Lakatos, Michel Foucault), objectives of science: explanation and understanding, nomothetic and idiographic research, ontological and epistemological premises in social sciences, status of theory in social sciences.

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24	Negotiations and Mediation in Political Practice	Negotiations and Mediation as methods of Alternative Dispute Resolution; dynamics of conflict; management of emotions in conflict; de-escalation techniques; introduction to political negotiations; models and stages of negotiations; strategies of positional negotiations; strategies of interest-based negotiations; integrational and cooperative negotiations strategies; BATNA, WATNA and ZOPA; development of a negotiations strategy; persuasive communication in politics; argumentation and counter-argumentation techniques; building negotiations narrative; mediation - significance and rules; designing a mediation process; medator's tools; questions of objectivism and neutrality of a mediator; mediation in political and social conflicts; intercultural dimension of politicai mediation and negotiations; solving disputes within political organisations; crisis negotiations and media pressure; ethics of negotiations and mediation; case studies of political negotiations and mediation; simulations of negotiations and mediation.

No.	CourseIModuIe	Syllabus content I Course content
25	Polish for Foreigners 1	Basic vocabulary and fundamental grammatical rutes necessary to achieve Al proficiency according to the Common European Framework of Reference for Languages.
26	Polish for Foreigners 2	Expanded vocabulary and grammatical rules necessary to achieve Al proficiency according to the Common European Framework of Reference for Languages.

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27	Political Psychology	History of development of political psychology; psychological foundations of formation of authoritarian, totalitarian, and revolutionary attitudes; psychological determinants of populism in democratic states; psychopathology of politics: political sadism and paranoia; the category of violence in political life: social and personality-based determinants of aggressive behaviour; functions of stereotypes and prejudices in politics; positive psychology: happiness as a political and political-science category,
	Politics and Society	The concept of institutional theory; notions of civil society and democracy; democratisation and autocratisation of social and political life; the concept of power and mechanisms of social stratification; the theory of social and political elites; the concept of social change; the notions of social and political identity; the notions of social and political violence; social and political consequences of contemporary ideologies; economic and cultural factors shaping political attitudes and behaviour.
29	Popculture and Politics (Elective Module)	The concept of popular culture; anaysis of cultural texts; cultural texts as a reflection of social processes; documentation of the political and social life in works of art; images of politics and politician in cuftural texts and their impact on the society; images of leadership and leaders in art; representation ot minority groups in culture and art; socially responsible art and impact of art on the society and politics; art in repertoires of social movements; political involvement of artists and celebrities; significance of fandoms; analysis of specific cases, trends, artists, works.

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30	Power and Influence in the World	Definition of power, influence and leadership; power as resources and material potential; power as relational impact and shaping preferences; structural and institutional power on markets and in global management; constitutive power regulated by norms, identities, legitimisation and discourse; comparison of theoretical approaches: realism, liberal institutionalism, English school, critical political economics, constructivism and post-positivist perspectives; modern forms of influence in the networked world: infrastructural dependencies, information and narratives, analysis of selected cases of actions by states and non-state actors.
31	PR and Media Relations	Definitions ot public relations; legal, social, cultural, economic and political contexts of PR operations; history and evolution of public relations; major fieEds of PR operations; major niethods and tools of PR operations; PR strategies; preparation of PR operations; implementation of PR operation; efficiency assessment in PR.

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No.	CourselModule	Syllabus content I Course content
32	Practice of Public Management (Elective Module)	The concept of public management — an oveNiew of theoretical frames and approaches; evolution of public management (the shift from government to governance); public management actors, intersectoral cooperation in public management; levels of public management (European, central, regional, local); strategic dimension of public management; operational dimension of public management; public management in the face of crises; chaltenges of public management (professionalization, networking, effective and efficient communication, orientation towards social needs and expectations); public management in practice — a multi-factor analysis of examples.
33	Theory of Leadership	Introduction to the study of leadership, classical theories of leadership, situation and contingency theories; relational and exchange theories; modern and post-classical theories of leadership; critical approach to leadership; ethics and responsibility in leadership (dark leadership); leadership in modern politics: impact of technologies and Al on leadership roles; global and intercultural leadership; practical application of the theories — introduction to the course 'Leadership Strategies and Tactics'.