



<b>Course name</b>	<b>Introduction to Intellectual Property Management</b>
<b>Entity running the course</b>	Faculty of Interior Architecture and Design
<b>Entity for which the course has been prepared</b>	Department of Stage Design
<b>Course type</b>	core / compulsory course
<b>Year of study / semester, type of studies</b>	Year I, sem. I and II, basic level, full-time master's degree
<b>ECTS credits</b>	1 point ECTS per semester
<b>Academic tutor</b>	Ass. tutor Anna Poznańska, PhD
<b>Aim of the course</b>	Introduction to questions of modern social communication, creating and managing brand identity as intellectual property, in open market environment.
<b>Prerequisites</b>	none
<b>Learning outcomes:</b>	
<b>- knowledge</b>	Student has basic knowledge in the area of social communication, understands issues connected with development of new technologies, knows the rules of creating brand identity as intellectual property.
<b>- skills</b>	Student can define and interpret social circumstances, in which he/she is going to work, is aware of importance of communication on various levels of social structure, can better plan their career path.
<b>- personal and social competence</b>	Student is aware of the need to develop their social communication competence, can better communicate with their surroundings and critically

foresee the outcomes of their activity in this area.

**Course content**

Modern circumstances of social communication. Selected questions in the area of social communication: models and functions; levels of communication and tools. Role of personal communication, social identity, reputation building. Brand and its intangible goods. Intellectual property. Problems of intellectual property and copyright in context of new multimedia technologies.

**Course form and number of course hours**

15 hours

**Assessment methods and criteria**

50% active participation in classes  
50% exam

**Assessment type**

Non-graded pass, graded pass

**Literature**

Basic literature: about history of art, design, fashion; about advertising, typography, design. Supplementary literature: specialized magazines, encyclopaedias, dictionaries, albums, internet resources.

**Teaching aids**

**Language of instruction**

Polish