



Course name	Introduction to Intellectual Property Management
Entity running the course	Faculty of Interior Architecture and Design
Entity for which the course has been prepared	Department of Stage Design
Course type	core / compulsory course
Year of study / semester, type of studies	Year I, sem. I and II, basic level, full-time master's degree
ECTS credits	1 point ECTS per semester
Academic tutor	Ass. tutor Anna Poznańska, PhD
Aim of the course	Introduction to questions of modern social communication, creating and managing brand identity as intellectual property, in open market environment.
Prerequisites	none
Learning outcomes:	
- knowledge	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.
- skills	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.
- personal and social competence	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.
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