



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 III, sem. V and VI, 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. Question of public presentation as a means of identity creation.
Prerequisites	none
Learning outcomes:	
- knowledge	Students understands the rules of brand identity management, identity shaping with special emphasis on media presence. Knows legal rules of media communication, knows rules of constructing rectifications, discussions; has knowledge about public presentations as means of identity creation.
- skills	Student can plan a strategy of identity construction, can analyze media situation in context of legal regulations of press laws, can write an announcement, rectification. Knows the importance of verbal communication. Knows the rules of constructing a public speech and knows how to present it.

- personal and social competence	Student is a conscious receiver and broadcaster of media information. Student is aware of benefits coming from active building of public relations, can consciously use the tools of identity construction, can develop their public behaviour.
Course content	Media identity shaping. Law regulations of cooperation with media. Legislations about press, radio and television laws. Rules of authorization, rectification, polemic. Verbal and non-verbal communication in context of preparing for public speech. Strategies of self-presentation. Public presentations as means of identity creation. Rules of constructing and presenting a speech.
Course form and number of course hours	15 hours
Assessment methods and criteria	50% active participation in classes 50% exam
Assessment type	Pass (summer semester)
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