

## Program studiów

**Kierunek studiów:** Communication and strategic foresight

**Rodzaj studiów:** studia podyplomowe

**Forma studiów:** stacjonarne / e-learning (online)

Segment	Description of segment	Name of lecture	Time	ECTS	
<b>Module I. Name: Theory and top ideas in modern communications and futurology</b>					
1.	<b>Introduction to Communication</b>	In this part, students will learn the most important information in the field of contemporary communication and foresight. They will get to know the leaders and their opinions who shape the image of contemporary communication and foresight.	Communications, multimedia, social media and AI - introduction and genesis.	8	3
2.	<b>Introduction to Strategic Foresight</b>	The world of communication will be divided into PR agencies, spokespersons, and communication specialists in companies. The next class will highlight the differences in these positions and activities.	The 10 Trends Shaping the 2020's		
			Horizon Scanning, Strategic Risks and Strategic Innovations		
3.	<b>Communication of Success as a Key Element of Political PR in the Service of Propaganda</b>	Explore the symbiotic relationship between political PR and propaganda, focusing on the strategic communication of success. This session delves into how politicians leverage perceived achievements to shape public opinion, analyzing tactics from narrative construction to media manipulation.	Promotion, Propaganda, Truth: The 3 Ps of Communication Examine the roles of promotion, propaganda, and truth in communication, assessing their impact on society.	9	4
			Social Engineering: NLP and Manipulation Techniques Investigate how NLP and manipulation tools shape societal discourse, emphasizing ethical implications.		
			Political PR and Lobbying: Navigating Public Affairs Explore the convergence of political PR and lobbying, analyzing their influence on public perception and policy-making.		
4.	<b>Foundations of Strategic Intelligence</b>	Students will learn the basics of intelligence collection and analysis.	The REAL Framework: Reconnaissance Method, Evidence Collection, Alternative Analysis, Likely Realities.	6	2

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5.	<b>Contemporary Media, or How to Cooperate with the Third Authority</b>	This lecture delves into the landscape of contemporary media, emphasizing collaboration with what is often referred to as the "third authority" – the media. It explores the division of media across various formats, reach, audience groups, and editorial properties. Participants will dissect how media is categorized based on its format (print, digital, broadcast), reach (local, national, international), target audience (demographics, interests), and editorial stance (bias, objectivity). Through case studies and practical examples, attendees will gain insights into navigating this diverse media landscape, understanding how to strategically engage with different types of media to amplify messages, build relationships, and effectively communicate in the modern information age	Strategic Media Engagement: Principles, Risks, and Specializations Learn to navigate media cooperation, message crafting, interpretation risks, and collaboration with experts, fostering effective communication strategies.	9	4
			Journalistic Dynamics: Investigative Integrity and Civic Engagement Explore the delicate balance between investigative journalism and civic movements, addressing priorities, conflicts, and constructive collaboration.		
			Media Mastery: Preparing for Effective Appearances and Engagements Develop skills for successful media engagements, covering preparation, rehearsal techniques, and strategies for confident and impactful communication.		
6.	<b>Foundations of Strategic Intelligence</b>	In this section, students will learn the basics of systems dynamics, how to model systems, what causes system to stay stable, what causes them to change and causes systems to break.	Modelling and Stress Testing Systems	6	2
			Understanding likely causes of disruption and prioritizing decision making.		
7.	<b>Scenario Building, Wargaming and Future Pathways</b>	Participants will learn to identify the full range of possible futures and their implications through a combination scenario planning, wargaming and the tree of possibility.	Build your tree of possibility	6	2
			Stress Test Your Future		
8.	<b>Specialized Communication Strategies Dedicated to the "Sensitive" Industry</b>	This lecture delves into the unique challenges faced by PR specialists operating in "sensitive" industries such as alcohol, tobacco, and arms. Participants will explore the complexities of working in sectors fraught with social, ethical, and legislative conflicts. From navigating public perception to managing stakeholder relationships, attendees will gain insights into the strategies and tactics	Walking on Thin Ice: Tactics for Effective Communication in Challenging Industries Learn practical tactics and best practices for communication within industries like alcohol, tobacco, and arms, where PR specialists must skilfully maneuver through delicate social, ethical, and legal landscapes to achieve their objectives.	9	4
			Beyond the Surface: Understanding the Nuances of PR in Controversial Sectors Explore		

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		employed in communicating within these industries. Case studies and ethical considerations will be discussed, providing valuable guidance for PR professionals operating in high-stakes environments.	the intricate dynamics and challenges of public relations within "sensitive" industries, examining how PR specialists navigate social, ethical, and legislative complexities to manage reputational risks effectively.		
			Ethical Tightropes: Navigating Communication in Sensitive Industries Delve into the ethical considerations and communication strategies required when working in industries like alcohol, tobacco, and arms, where societal, ethical, and legal conflicts abound.		
9.	<b>Uncoupling Threats and Opportunities</b>	Participants will learn future-back planning and risk mitigation techniques.	How to shift risks	6	2
			Building your Threat and Opportunity Dashboard		
10.	<b>Strategic Innovation</b>	How to build a portfolio of experiments that maximize the benefits of success and minimize the impact of failure.	How to build a more efficient, effective investment portfolio	6	2
			How to prioritize and assess experiments		
11.	<b>Strategic Management of Crisis Situations</b>	This lecture delves into the critical importance of strategic crisis management in today's volatile business landscape. Participants will explore the fundamental principles of crisis communication, proactive planning, and effective response strategies. Through case studies and simulations, attendees will learn to identify potential crisis triggers, assess risks, and develop robust crisis management frameworks. Emphasis will be placed on maintaining transparency, building trust, and preserving organizational reputation amidst adversity. Whether facing natural disasters, cyber-attacks, or PR crises, this session equips professionals with the skills and insights needed to navigate and mitigate the impact of crisis situations effectively.	Navigating the Storm: Media and Expert Engagement During Crises Explore the pivotal role of the media and expert engagement in crisis management, discussing strategies for transparent communication, maintaining credibility, and leveraging expertise amidst external attacks.	12	5
			Transparency vs. Secrecy: Balancing Communication Strategies in Crisis Response Delve into the ethical considerations of transparency versus professional secrecy in crisis communication, examining how organizations navigate the delicate balance between disclosure and confidentiality during crises.		
			From Defense to Offense: Strategies for Counteracting Crisis Attacks Analyze various forms of attacks and counterattacks in crisis situations, equipping participants with proactive strategies and tactics to effectively respond and mitigate the impact of external threats.		

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		Building Resilience: Constructing Crisis Scenarios for Prevention Learn the art of scenario construction to anticipate and prevent crises, exploring proactive strategies through simulation exercises and scenario planning.			
12.	<b>Module I – Knowledge test</b>		2		
<b>Module II. Name: Practice and exercises to predict a future and communicate future trends and changes</b>					
13.	<b>Leveraging Internal Communication for Organizational Profitability</b>	<p>This lecture explores the pivotal role of internal communication in driving organizational profitability by harnessing the potential of employees as valuable assets. Participants will delve into the impact of effective internal communication on employee engagement, productivity, and retention. Through case studies and best practices, attendees will gain insights into strategies for fostering a culture of open communication, alignment, and collaboration within the organization. From leveraging digital platforms to promoting transparent communication channels, this session equips professionals with the tools and knowledge to maximize the profitability of their most valuable capital – their employees.</p>	<p><b>Harnessing Internal Communication Tools: Maximizing Team Collaboration</b> Dive into the diverse landscape of internal communication tools and channels, equipping participants with the knowledge to leverage these resources effectively in fostering team collaboration and motivation.</p> <p><b>Modern Recruitment Strategies: Navigating Contemporary Forms</b> Explore innovative recruitment methods and strategies tailored to contemporary workforce trends, empowering organizations to build strong, motivated project teams aligned with their objectives.</p> <p><b>Human-Centric Employer Branding: Crafting Organizational Image through Human Design Philosophy</b> Delve into the human design philosophy and its role in shaping organizational image and employer branding strategies, highlighting the importance of human-centric approaches in attracting top talent post-Covid.</p> <p><b>Prioritizing Mental Health: Effective Team Communication Strategies in the Post-Pandemic Era</b> Explore the intersection of mental health and team communication in the aftermath of the pandemic, discussing strategies to</p>	10	5

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			prioritize well-being and foster effective communication for enhanced team performance and engagement.		
14.	<b>Navigating Professional Ethics</b>	This lecture critically examines the paradox of our trust in online platforms and social media. Participants will explore ethical considerations related to social communication in a variety of areas, addressing issues of transparency, trust and public perception. Through case studies and an ethical framework, participants will gain insight into managing the complexities of social communication while maintaining professional ethics. From regulatory compliance to stakeholder engagement, this session equips professionals with the tools and knowledge necessary to responsibly and transparently navigate the ethical landscape of communicating using media relations and social media.	<p>Reasons for recipient audiences' trust and distrust in various media categories. Reliable and unreliable media. Ethics of media communication.</p> <p>Ethical standards in public relations and publicity creation. Codes of ethics of the PR industry in the world and in Poland.</p> <p>The manipulative dimension of the media – manipulation techniques and tools. Media education as a tool for protection against media manipulation.</p> <p>The problem of unethical communication practices in corporate and marketing communication. The problem of unethical use of artificial intelligence in shaping messages.</p>	10	5
15.	<b>Harnessing Social Media for Express Communication – Power of Social Media</b>	This lecture critically examines the paradox of our trust in platforms like Google Health juxtaposed with the challenges of transparent health communication within the pharmaceutical industry. Participants will explore the ethical considerations surrounding pharmaceutical communication, addressing issues of transparency, trust, and public perception. Through case studies and ethical frameworks, attendees will gain insights into navigating the complexities of pharmaceutical communication while upholding professional ethics. From	<p>Channel Specificity: Strategies for YouTube, Facebook, Instagram, X, etc Explore tailored approaches for various SoM channels, delving into content optimization and engagement strategies to maximize effectiveness.</p> <p>Influencers and Ambassadors: Cultivating Partnerships for SoM Success Learn to harness the influence of social media influencers and brand ambassadors, leveraging their reach and credibility to achieve communication objectives effectively.</p>	9	4

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		regulatory compliance to stakeholder engagement, this session equips professionals with the tools and knowledge to navigate the ethical landscape of the pharmaceutical industry responsibly and transparently.	Leveraging Experts and KOLs: Maximizing Impact Through Strategic Partnerships Discover how collaborations with experts and Key Opinion Leaders (KOLs) amplify communication efforts, enhancing credibility and reach across SoM platforms.		
16.	<b>Module II – Knowledge test</b>			2	
<b>Module III. Name: Future of business, implementation of strategy</b>					
17.	<b>Specialist lecture by an expert</b>			6	2
18.	<b>The Value Of Emotionally Intelligent Communication</b>	This lecture delves into the significance of communication imbued with positive emotions. Good emotion communication is a strategic approach that prioritizes evoking positive feelings and emotions in recipients. Participants will explore the profound impact of emotional resonance in communication, from enhancing engagement and trust to fostering stronger connections and influencing behaviour. Through case studies and practical examples, attendees will gain insights into the strategies and techniques for crafting emotionally intelligent messages that resonate with audiences. This session empowers professionals to leverage the power of positive emotions in their communication efforts to achieve greater effectiveness and impact.	Storytelling in PR Campaigns: Leveraging Emotional Narratives for Impact Explore the role of storytelling in PR campaigns, focusing on evoking positive emotions to engage audiences and build connections, enhancing the effectiveness and impact of communication efforts.	9	4
			CSR and Social Campaigns: Harnessing Emotional Engagement for Social Impact Delve into the integration of Corporate Social Responsibility (CSR) and social campaigns, examining how emotional communication strategies drive positive social change, fostering empathy and support from stakeholders.		
			NGO Collaboration: Building Organizational Image Through Commitment and Added Value Examine the synergy between organizations and NGOs in building brand image, emphasizing the emotional resonance generated by partnerships focused on social commitment and creating added value, enhancing reputational capital and trust.		

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19.	<b>AI as a Modern Game-Changer in Public Relations</b>	This lecture explores the emergence of AI as a personalized spokesman, akin to the futuristic AI system Skynet. Participants delve into how AI is revolutionizing communication through content optimization, trend prediction, personalization, automation, and media analysis. They examine the implications of AI-driven communication on content authors, addressing challenges like fake news, hate speech, trolling, and cyber-attacks. Moreover, they explore the ethical considerations surrounding AI threats, including manipulation, disinformation, personal privacy, discrimination, and prejudice. Through this session, attendees gain insights into navigating the evolving landscape of AI-driven communication and mitigating associated risks effectively.	Revolutionizing PR: Discover how AI transforms communication strategies, optimizing content, predicting trends, and personalizing messages for unprecedented impact.	9	4
			Unleashing AI's Power: Explore how AI revolutionizes PR with advanced content optimization, trend prediction, and personalized communication, shaping the future of the industry.		
			AI in PR: Delve into AI's role in modern communication, from content optimization to trend prediction, reshaping PR practices for maximum effectiveness and innovation.		
20.	<b>Public Relations 3.0: an Essential Communication Tool</b>	This lecture illuminates the evolution of public relations (PR) into its 3.0 iteration, characterized by innovative strategies and approaches leveraging modern tools and algorithms. Participants will explore the transformative impact of PR 3.0 on communication practices, from harnessing data analytics and AI-driven insights to engaging audiences through interactive digital platforms. Through case studies and practical examples, attendees will gain insights into the dynamic landscape of PR 3.0 and learn to effectively navigate and leverage its capabilities to enhance organizational communication, reputation	Harnessing Machine Learning in PR 3.0: Transforming Communication Strategies Explore the integration of machine learning in PR 3.0, unveiling its potential to revolutionize communication strategies through data-driven insights and predictive analytics.	9	4
			E-Commerce in PR 3.0: Leveraging Digital Platforms for Brand Engagement Delve into the intersection of e-commerce and PR 3.0, examining how digital platforms are reshaping brand engagement strategies and driving revenue growth through targeted communication efforts		

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		management, and stakeholder engagement in today's digital age.	E-Learning: Innovations in PR 3.0 Education and Skill Development Explore the role of e-learning in PR 3.0, discussing how modern educational platforms are empowering professionals with the knowledge and skills needed to navigate and leverage the evolving landscape of communication tools and algorithms.		
<b>21.</b>	Preparation of the final project			30	6
<b>22.</b>	Presentation and defence of the project – final exams			6	
<b>23.</b>	Summary lecture and awarding of diplomas			6	
			Total	185	64