

# BA in Digital Communication & Social Media in Management

<b>Institution</b>	Faculty of Management, University of Lodz
<b>Name of the programme</b>	Digital Communication & Social Media in Management
<b>Degree to obtain</b>	BA in Digital Communication & Social Media in Management
<b>Duration</b>	6 semesters (3 academic years)
<b>Language of instruction</b>	English
<b>ECTS points</b>	180
<b>Programme description</b>	<p>Digital Communication &amp; Social media in Management is a unique programme on the educational map of Poland and Europe. The programme was created in a process of consultation with experts in the field, and an analysis of labour market requirements and the educational market offer – both in Poland and abroad.</p> <p>Digital Communication &amp; Social Media in Management focuses its attention on the broadly understood digital communication, with an emphasis on social media.</p> <p>What should be emphasised is the practical value of the programme, which will certainly increase not only the value of the classes themselves, making them even more interesting, but also allow to maintain the high level of updating of the knowledge provided at all times. Several outstanding experts who work in the digital space on a daily basis, as well as people who are specialists in the field of social media have been invited to participate in the creation of the programme as well as in teaching activities.</p> <p>It is worth emphasising that the Program Council of the programme consists of representatives of companies from the digital and social media industries. The programme will be implemented in cooperation with lecturers from foreign universities. The study programme offers students opportunities for holistic development – our goal is to equip the graduates not only with hard analytical skills, but above all combining them with soft skills.</p> <p>Graduates of the programme will be equipped with knowledge not only in the field of broadly understood social media, but above all with the skills that allow them to manage social media in a professional manner, thanks to the wide spectrum of areas covered within individual thematic blocks. The graduates will be able to move fluently in the digital</p>

	communication and social media environment, being able to plan, prepare and audit the activities carried out.
<b>Tuition</b>	2 500 Euro
<b>Deadline for application</b>	15 July 2022
<b>Requirements</b>	<p>Please note that there is an ongoing change of regulations at the University of Lodz (due to the reform of state Law on Higher Education and Science) and there may be some amendments to admission rules in 2022.</p> <p>The following documents are required (among others):</p> <ul style="list-style-type: none"> <li>(1) a high school diploma,</li> <li>(2) a high school transcript of records showing passed subjects and obtained grades,</li> <li>(3) a certificate of proficiency in English for foreigners (unless secondary education was taught in English).</li> </ul> <p>For detailed information about the admission procedure please visit: <a href="http://www.iso.uni.lodz.pl">www.iso.uni.lodz.pl</a></p>
<b>Contact</b>	<p><u>For questions about the studies please contact:</u></p> <p>International Office Faculty of Management University of Lodz 22/26 Matejki Str. 90-237 Lodz, Poland phone: +48 42 635 5044 e-mail: <a href="mailto:iofm@uni.lodz.pl">iofm@uni.lodz.pl</a> <a href="mailto:study.management@uni.lodz.pl">study.management@uni.lodz.pl</a></p> <p><u>In matters related to the admission procedure please contact:</u></p> <p>International Relations Office, University of Lodz 3 Uniwersytecka Str., 90-137 Lodz, Poland Phone: +48 42 635 42 37 e-mail: <a href="mailto:admission@uni.lodz.pl">admission@uni.lodz.pl</a></p>
<b>www</b>	<a href="http://www.zarzadzanie.uni.lodz.pl/en">www.zarzadzanie.uni.lodz.pl/en</a>

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**International Relations Office of the University of Lodz**

Address: ul. Uniwersytecka 3, 90-137 Lodz, Poland

Phone: +48 42 635 42 37

E-mail: [admission@uni.lodz.pl](mailto:admission@uni.lodz.pl)

[uni.lodz.pl/en/how-to-apply](http://uni.lodz.pl/en/how-to-apply)