

Subject card

Subject name and code	Copywriting and Content Creation, PG_00166615						
Field of study	Cultural Communication						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2028/2029		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		English		
Semester of study	5		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Roksana Zgierska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	15		1.0		34.0	50
Subject objectives	The aim of the course is to develop practical skills in creating effective content in English, tailored to different audiences and communication channels, with attention to cultural, institutional, and media contexts. Students will learn the principles of copywriting, content planning and editing, basics of SEO, and methods for building narrative and audience engagement. Particular emphasis is placed on a reflective and ethical approach to communication, conscious language use, stylistic adaptation, and designing content for social, educational, and cultural initiatives.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[CCL3_U11] The graduate is able to prepare written work and oral speeches and participate in discussions in English at the C1 level, including using the specialized language of international business and diplomacy.	The student: is able to produce various types of functional and promotional texts, as well as oral presentations in English at C1 level, with attention to digital communication practices and stylistic conventions used in the cultural sector, media, and international organizations.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU5] implementation of a problem task [SU8] observation of student's independent or team work
	[CCL3_U01] The graduate can search, analyze, evaluate, select, integrate and document information from a variety of sources, interpret and draw conclusions, including in relation to issues of contemporary culture, literature and linguistics.	The student: is able to search for, select, analyze, and interpret information from various sources, including digital media, for the purpose of content creation, and to draw conclusions related to contemporary cultural, linguistic, and communicative phenomena.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU6] demonstration of practical skills
	[CCL3_W23] The graduate knows the rules of construction of written and oral statements and cultural conventions of communication in English, including those used in research work in cultural and religious studies, literary studies and linguistics, and in professional work in international institutions and organizations, at the C1 level.	The student: knows the principles of written and spoken communication and the cultural conventions of English at C1 level, with particular focus on the styles and language forms used in copywriting, content marketing, and organizational communication.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work [SW5] implementation of a problem task
	[CCL3_K04] The graduate is ready to engage in social and professional life, including undertaking and co-organizing activities for the benefit of the social environment, also using the knowledge and skills of intercultural communication	The student: is ready to actively engage in social and professional life by creating content that supports initiatives for local and global communities, using knowledge and skills in cultural and intercultural communication.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[CCL3_W20] The graduate knows and understands the basic concepts and principles of copyright law, especially applicable to research work in cultural studies, literary studies and linguistics, as well as to professional work related to culture or the use of English.	The student: knows and understands the basic concepts and principles of copyright and intellectual property law, with particular emphasis on their application in the creation, adaptation, and publication of content in media, digital environments, and institutional communication.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work [SW5] implementation of a problem task
	[CCL3_W19] The graduate knows and understands the basic conditions (e.g., economic, legal, ethical or social) of professional activities related to culture or the use of English, including the basic principles of creation and development of various forms of entrepreneurship.	The student: knows and understands the basic economic, legal, ethical, and social conditions related to content creation and copywriting in the fields of culture and communication, including the principles of freelance work, creative agencies, and media entrepreneurship.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[CCL3_W22] The graduate knows and understands the grammatical and lexical rules of English, including those used in international institutions and organizations, at the C1 level.	The student: knows and understands the grammatical and lexical rules of English at C1 level, including those typical for professional copywriting, content marketing, and communication in international organizations and media.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW5] implementation of a problem task

	<table><tr><th>Course outcome</th><th>Subject outcome</th><th>Method of verification</th></tr><tr><td>[CCL3_K01] The graduate is ready to critically assess the extent of his/her knowledge and skills, including cultural studies, literary studies and linguistics in relation to intercultural dialogue.</td><td>The student: is ready to critically evaluate the scope of their own knowledge and skills – including in cultural studies, literary studies, and linguistics – in the context of creating content for diverse audiences and conducting responsible, culturally aware communication.</td><td>[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK8] observation of student's independent or team work</td></tr></table>	Course outcome	Subject outcome	Method of verification	[CCL3_K01] The graduate is ready to critically assess the extent of his/her knowledge and skills, including cultural studies, literary studies and linguistics in relation to intercultural dialogue.	The student: is ready to critically evaluate the scope of their own knowledge and skills – including in cultural studies, literary studies, and linguistics – in the context of creating content for diverse audiences and conducting responsible, culturally aware communication.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK8] observation of student's independent or team work											
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Subject contents	• Introduction to copywriting and content creation purposes, functions, audiences • Genres and formats of content: slogans, posts, web texts, newsletters, social campaigns • Language, style, and tone adapting messages to platforms and audiences • Structure and storytelling building engagement and narrative flow • Basics of SEO optimizing online content (headings, keywords, meta descriptions, readability) • Working with briefs, analyzing client or institutional needs • Creating content for cultural and social initiatives • Editing, revision, and content ethics credibility, citation, inclusive language • Brand storytelling and narrative strategies in content creation • Workshop: planning and executing a team-based content campaign																	
Prerequisites and co-requisites	B2 English																	
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Creative portfolio</td><td>80.0%</td><td>50.0%</td></tr><tr><td>Individual assignment</td><td>80.0%</td><td>20.0%</td></tr><tr><td>Active class participation</td><td>80.0%</td><td>20.0%</td></tr><tr><td>Group presentation or mini content campaign</td><td>80.0%</td><td>10.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	Creative portfolio	80.0%	50.0%	Individual assignment	80.0%	20.0%	Active class participation	80.0%	20.0%	Group presentation or mini content campaign	80.0%	10.0%		
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Recommended reading	Basic literature	1. Bly, Robert W. <i>The Copywriters Handbook: A Step-by-Step Guide to Writing Copy That Sells</i> St. Martin's Griffin, 2020 2. Handley, Ann <i>Everybody Writes: Your New and Improved Go-To Guide to Creating Ridiculously Good Content</i> Wiley, 2022 3. Edwards, Jim <i>Sekrety copywritingu. O mocy słów, dzięki którym sprzedasz wszystko</i> MT Biznes, 2023 4. Jabłoński, Artur <i>Jak pisać, żeby chcieli czytać (i kupować). Copywriting & Webwriting</i> Onepress, 2017																

	Supplementary literature	1. Sugarman, Joseph <i>The Adweek Copywriting Handbook</i> Wiley, 2006 2. Heath, Chip; Heath, Dan <i>Made to Stick: Why Some Ideas Survive and Others Die</i> Random House, 2007 3. Wrycza-Bekier, Joanna <i>Magia słów. Jak pisać teksty, które porwą tłumy</i> Onepress, 2018 4. Tkaczyk, Paweł <i>Zakamarki marki</i> Onepress, 2011
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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