

Creative Management - elective modules proposed for the academic year 2023/2024

Name of the module	Intention	Availability in the mode	Description
Branding	course module	full-time	Students will gain skills in branding and brand management strategies, including defining brand identity using business models and tools. They will learn to implement brand identity in marketing for a consistent brand image.
Design Thinking	course module	full-time	Design Thinking is a structured approach to the innovation process. The first step is to build an interdisciplinary team consisting of specialists who can look at the problem from different perspectives: engineers, technologists, marketing specialists, designers, sociologists, etc.
Megatrendy	course module	full-time	The module allows the student to become familiar with the reasons for the emergence of megatrends and the factors shaping them. The student will know the basic megatrends and know how to use them in marketing activities.
Negotiations and sales strategies for creative concepts	course module	full-time	The module focuses on strategies and techniques for negotiating and selling creative concepts that require taking into account specific conditions.
Project management methods and techniques	course module	full-time	The aim of the module is to introduce the student to the nature, importance, stages and key aspects of the project management process, which is one of the prerequisites for success in and by an organisation.
Relational marketing	course module	full-time	The aim of the module is for students to acquire skills and competencies in building positive relationships with customers, taking into account knowledge of relationship marketing concepts, tools for building and maintaining customer loyalty and the specifics of the B2B marketplace.
Time management skills	common module	full-time	The aim of the module is to equip students with the ability to set goals for themselves, thus demanding development from themselves, staying true to the SMART principle. They will be able to practice building goals that are realistic in every respect, as well as looking for the causes of past problems in achieving them.
IT Project Management	common module	elearning	Students will learn who is Project Manager and what kind of challenges they would solve if they chose this course. They will learn the best practices and understand whole process of delivering software projects.