

Institute of Psychology, University of Wrocław, Courses 2016-2017
ERASMUS+

| Teacher's name | Subject/Module title | Kind of classes | Number of hours | Semester | Course description | ECTS credits |
|---|---|------------------|-----------------|----------|---|--------------|
| Dr Jarosław Klebaniuk (6 hours) Dr Marcin Czub (9 hours) | Contemporary trends in psychology – chosen issues | Lecture | 15 | Winter | The course is thought to present selected issues, concepts and research achievements of the modern psychology. The participants will be acknowledged with fundamental as well as recent research on: right-wing authoritarianism and attitudes towards social inequalities and Visual Cognition. | 3 |
| Dr Dorota Kanafa-Chmielewska | Antecedents and consequences of job satisfaction | Research project | 30 | Winter | The objective of the course is to acquaint Students with the main theories and research on job satisfaction. The main objective of the course is to conduct research in the aforementioned area. The impact will be put on the preparation and realisation of the research project as well as calculation and presentation its results. | 6 |
| Dr Michał Dębek | Psychology in advertising | Workshop | 30 | Winter | An introduction to the universe of advertising management. The participants will be familiarised with psychological factors influencing the perception of advertising. They will also be acquainted with possibilities of applying psychology into marketing managerial practice (e.g. working with consumers' needs and desires, attention, perception, emotions, motivations etc.). A variety of techniques of creating persuasive communication will be introduced; students will learn how to alter or reinforce people's attitudes toward brands, products or ideas. This workshop is also a serious teamwork practice, including role playing games, acting as a consumer, account manager, strategist, copywriter or creative director in a hypothetical advertising agency. | 6 |
| Dr Michał Dębek | Customer experience laboratory | Workshop | 30 | Winter | An introduction to consumer behaviour studies and practice, with a strong emphasis on holistic customer experience management. Students will learn how psychology, as a science, can be applied into business strategy of customer-centric organisations. We will discover and discuss so called "touchpoints" or "moments of truth" in relations between organisations and their customers, as well as how to manage them. Students will try to design "experiential platforms" for a variety of products or places. A must attend for those who dare to discover the truth about hidden drivers of our buying behaviour, choices and consumer satisfaction. | 6 |
| Dr Dorota Kanafa-Chmielewska | Work and Organizational Psychology | Seminar | 15 | Summer | The objective of the course is to acquaint Students with the main theories and research on industrial and organizational psychology in the areas of personnel psychology, and the work environment. The fundamentals of industrial and organizational psychology comprise knowledge on the structure and functional aspects of organization and consequences of individual differences among employees. The impact will be put on the implementations of the achievements of work and organizational psychology in modern management and human resources practices. | 3 |
| Prof. dr hab. Alicja Senejko | Contemporary dilemmas in the process of Youth development | Lecture | 15 | Summer | The main aim of lecture is to present fundamental issues connected with difficulties of forming adolescents' personal identity at the time of dynamic transformations of globalization. Psychological development in adolescence is portrayed in the perspective of getting the chances and also threats associated | 3 |

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| | | | | | with life of younger and older youth in 21-st century. | |
| Prof. dr hab. Alicja Senejko | Research Project: Identity style, specificity of experiencing threats and youth's attitudes towards globalization | Research project | 15 | Summer | The main aim of the project is to diagnose some psychological features (Identity style, specificity of experiencing threats and youth's attitudes towards globalization) of the adolescents and young adults. Students will study some (3) questionnaires. There are: the World and I Questionnaire (WIQ), preparing by Senejko and Łoś, the Identity Style Inventory (ISI), preparing by Berzonsky, and the Psychic and Psychosocial Defences Questionnaire (PSPDQ), preparing by Senejko. All of the inventories are translated | 3 |
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