

## Profile of the promoter

**Dr. Kamila Słupińska**

Department of Marketing

### Research Interests:

Marketing research, marketing communication, modern forms of promotion, e-marketing, new research tools and methods, nonverbal communication, social media, negotiations, visual identity systems, self-presentation, new technologies

### Thematic Areas of Diploma Seminars / Examples of Thesis Topics:

1. Marketing research
2. Marketing communication
3. Modern forms of promotion
4. New technologies in marketing (including Virtual Reality, Augmented Reality, Mixed Reality, Real-Time Marketing, Multiscreening)
5. Methods and tools for measuring virtual data
6. Marketing planning and management
7. Social media
8. Development and significance of an organization's visual identity system
9. Negotiations and communication
10. Image building - self-presentation
11. Generational differences and consumer behavior
12. Marketing information management in enterprises