

Załącznik do uchwały nr 97/11/2020 z dnia 26.11.2020 r.  
ws. zatwierdzenia tematów prac dyplomowych pisanych w  
roku akademickim 2020/2021 na kierunku Public  
Management

Wykaz tematów prac pisanych w roku akademickim 2020/2021

Instytut: Zarządzania  
Kierunek: Public Management  
Poziomom studiów: II stopnia  
Stacjonarne

Lp	Nazwisko i imię studenta	nr albumu studenta	Temat Pracy
1	Afandiyev Fagan	228423	Building the brand of universities on the example of the University of Szczecin
2	Chyra Julia	217947	The role of new technologies in the promotion of cultural institutions.
3	Damas Paula	214054	Internal Marketing in shaping the attitudes of the employees of the Szczecin town hall
4	Gawrońska Anna	229382	Supporting Environmental Responsibility Through Public Education: A Comparison of Texas and Poland
5	Kijko Oliwia	213832	Tools of political marketing in creating the image of a politician on the example of selected presidential campaigns in the 2020 elections
6	Kotońska Dominika	216858	Internet marketing tools in creating the city's image - the example of the city of Szczecin
7	Orsson Jakub	218592	Evaluation of the project management on the example of Polish-German cross-border cooperation in medical emergency service
8	Pastewska Karina	209838	Evaluation of project management according to Scrum framework on the example of Szczecin Association „Złoty Wiek”
9	Shtapov Anton	228419	Territorial marketing in the process of creating a city brand on the example of the city of Szczecin
10	Skrobiński Marcin	213133	The process of organizing the mass events in city of Szczecin
11	Van Tuijl Aneta	218625	Transport and Renewable Energy in Smart Cities

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