

Subject card

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| Subject name and code | Public Relations Methods, PG_00102594 | | | | | | |
| Field of study | International Economic Relations | | | | | | |
| Date of commencement of studies | October 2024 | Academic year of realisation of subject | | | 2024/2025 | | |
| Education level | postgraduate 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 | 1 | Language of instruction | | | Polish | | |
| Semester of study | 2 | ECTS credits | | | 2.0 | | |
| Learning profile | academic | Assessment form | | | | | |
| Conducting unit | Faculty of Economics | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr hab. Anna Nikodemka-Wołowik | | | | |
| | Teachers | | dr hab. Anna Nikodemka-Wołowik | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 0.0 | 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 | | 0.0 | | 0.0 | 15 |
| Subject objectives | Preparing students to build positive relationships of the organization with its environment and create its clear identity using a set of tools in the field of Public Relations. | | | | | | |

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| Learning outcomes | Course outcome | Subject outcome | Method of verification |
| | [MSGMU2_K06] is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession and the development of professional achievements | The student is ready to independently identify, diagnose and responsibly resolve dilemmas and various variants of solutions related to performing a profession and developing professional achievements. | [SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work |
| | [MSGMU2_W07] has an in-depth knowledge of selected (legal, organisational, ethical) rules and norms conditioning the functioning of economic structures and institutions on the international market; understands the regularities governing them, changes occurring in them and their sources, and their impact on the functioning of economic entities | The student has knowledge of selected rules and norms (organizational and ethical) determining the functioning of organizations on the international market, understands the regularities governing them, the changes taking place in them and their impact on the functioning of economic entities. | [SW4] test/exam - oral or written [SU1] oral statement/conversation/discussion |
| | [MSGMU2_U08] can communicate in an international and culturally diverse environment, using advanced terminology of international economic relations; supports his/her position, doubts and suggestions with argumentation based on selected theories, opinions of various authors and/or statistical data | The student is able to communicate in an international and culturally diverse environment, using advanced PR terminology; supports one's own position, doubts and suggestions, argumentation based on selected theories and views of various authors. | [SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work |
| [MSGMU2_W11] has a theoretically grounded, in-depth knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain | The student has theoretically based, in-depth knowledge of key issues in the use of PR tools by business entities on the domestic and international markets. | [SW4] test/exam - oral or written [SU1] oral statement/conversation/discussion | |
| Subject contents | <p>The subject scope of the subject includes the following issues: 1. PR as a marketing communication tool / functions, tasks, scope of application, PR and Comprehensive Identification, the importance of internal and external PR. 2. Contacts with the media / rules for building positive relationships, the role of a press spokesman, the importance of mailing lists, preparation of press releases/. 3. Organizing and conducting press conferences / forms of notification, determining the purpose and topic, date and place, scenario of the speech, development of difficult questions/. 4. Creating press releases / rules of message construction, types of messages, communication channels/. 5. Preparation of periodic publications / types of publications, internal and external publications, content and graphic attributes/. 6. The role of PR in crisis situations / the essence and types of crisis situations, procedures, analysis of potential onesthreats, building a crisis plan, reacting to rumors/. 7. Events - rules for organizing special events / types of events, forms of notification, key tasks and theirschedule/. 8. Selected elements of self-presentation / image of presenters, behavioral patterns, "essentials" for a PR specialist/. 9. Business presentations including multimedia communication techniques / conditions, purpose and types of presentations, messageverbal, body language, visualization of the performance/. 10. e-PR - tools and applications. 11. Cooperation with PR agencies / PR market in Poland and around the world, forms of cooperation, brief construction, criteria for selecting an agencyPR/.</p> | | |
| Prerequisites and co-requisites | <p>- knowledge of the basics of marketing and the principles of operation of a company in an international environment, - knowledge of the practical use of basic promotion tools.</p> | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | written colloquium | 51.0% | 100.0% |

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| Recommended reading | Basic literature | 1. Budzynski W., Public Relations. Wizerunek, Reputacja, Tożsamość, Poltext 2017.2. Nikodemka-Wołowik A.M., Komunikowanie tożsamości rynkowej w otoczeniu międzynarodowym, Wydawnictwo UG, Gdańsk 2008. |
| | Supplementary literature | 1. Leigh R., Mity PR-u, Wyd. Naukowe PWN 2019.2. Rosenberg, A., A Modern Guide to Public Relations: Including: Content Marketing, SEO, Social Media & PR Best Practices, Veracity Marketing 2021. |
| | eResources addresses | Adresy na platformie eNauczenie: |
| Example issues/ example questions/ tasks being completed | e.g. Rules for constructing a press release | |
| Work placement | Not applicable | |

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