

Subject card

Subject name and code	Public Relations, PG_00135898						
Field of study	Management						
Date of commencement of studies	October 2023	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	part-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			2.0		
Learning profile	academic	Assessment form					
Conducting unit	Katedra Marketingu -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Zuzanna Minga				
	Teachers		mgr Magdalena Kiljan				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	9.0	0.0	0.0	0.0	9
	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	9		0.0		0.0	9
Subject objectives	An introduction to the issues of Public Relations definitions, significance, development, and identification of specific applications of Public Relations tools.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_W03] The student has an extended knowledge of the organizational and legal forms of establishment and functioning of enterprises and the development of various forms of individual entrepreneurship in Poland, knows and understands advanced concepts, principles and legal norms and regulations governing the functioning of business entities.	The student has knowledge of how appropriate PR strategies can support business development by building trust among both internal and external stakeholders, and is also familiar with the principles of communicating in compliance with legal regulations, such as data protection or responsibility for advertising content.	[SW2] presentation/project/paper/report
	[ZARZMU2_K02] The student is aware of the need to supplement and expand the acquired knowledge and skills and strives to combine knowledge from different fields and disciplines of science interdisciplinarily. The student can inspire others to learn.	Students are aware of the necessity of continuously updating their knowledge due to the dynamic changes in the media, technological, and legal environments. They understand that effective communication strategies must be based on current trends, such as the development of new media, changes in data protection regulations, and the evolving needs of consumers.	[SK2] presentation/project/paper/report
	[ZARZMU2_K01] The student is aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening of knowledge in both academic and non-academic modes. The student is able to inspire and organize the learning process of others.	Students gain the awareness that the knowledge acquired today can quickly become outdated, which requires continuous improvement, both in an academic context and through independent, nonacademic learning.	[SK2] presentation/project/paper/report
	[ZARZMU2_U02] The student can use the legal acts to regulate the formal and legal organization of the establishment and operation of enterprises in Poland in an in-depth way.	Students acquire the ability to implement communication strategies in accordance with applicable regulations to ensure that activities comply with legal requirements, which is crucial for building the company's credibility and reputation.	[SU2] presentation/project/paper/report
	[ZARZMU2_W11] The student knows and understands in an in-depth manner the principles of obtaining and using various types of resources in the implementation of the development objectives of the enterprise.	Students have knowledge of acquiring and utilizing resources such as social trust, stakeholder engagement, media relations, and social capital to support the development of the enterprise.	[SW2] presentation/project/paper/report
	[ZARZMU2_U07] The student can search for detailed information to make rational and complex decisions of an operational and strategic nature in enterprises.	Students possess the ability to effectively search for and analyze information from various sources, such as market research, public opinions, industry reports, and media analyses.	[SU2] presentation/project/paper/report
Subject contents	1. The essence of Public Relations activities (definitions, origin, the role of PR in the company's operations, organizational publics) 2. Internal and external PR (stakeholders, tools) 3. Media Relations 4. Public Relations techniques and tools 5. Organization of PR activities within the company 6. Business etiquette shaping personal image within the organization and in external contacts.		
Prerequisites and co-requisites	Knowledge of the concept and tools of marketing. Basic knowledge of management.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Evaluation of the presentation of individual tasks	60.0%	100.0%
Recommended reading	Basic literature	D. Tworzydło, Public Relations, PWN, Warszawa, 2023 W. Budzyński, Public Relations. Wizerunek. Reputacja, MT Biznes, 2017 C. Bussey, Public Relations, PWE, 201	
	Supplementary literature	J. Barlik, Doskonałe Public Relations, Teorie, kontrowersje, debaty, Poltext, 2020	

	eResources addresses	Adresy na platformie eNauczenie:
Example issues/ example questions/ tasks being completed	Prepare a presentation on the given case study. Propose a PR strategy to be implemented on social media. Identify possible PR actions to minimize the effects of the crisis in the specified company.	
Work placement	Not applicable	

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