

Subject card

Subject name and code	Designing a PR campaign, PG_00152588						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2024	Academic year of realisation of subject				2025/2026	
Education level	Master's studies	Subject group				Obligatory subject group in the field of study Optional subject group Specialty subject group Subject group related to practical vocational preparation	
Mode of study	full-time studies	Mode of delivery				at the university	
Year of study	2	Language of instruction				Polish	
Semester of study	4	ECTS credits				2.0	
Learning profile	practical	Assessment form				credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Żukowska				
	Teachers		dr Aleksandra Żukowska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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		2.0		33.0	50
Subject objectives	<p>1 To practically acquaint students with the design of a PR campaign.</p> <p>2. to teach students to analyze the various components of a campaign.</p> <p>3. to familiarize students with the impact of the campaign on the external and internal environment</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_K03] He/she is able to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	Able to work in a creative team, in which everyone is responsible for assigned tasks.	[SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[DZiKSMU2_W07] He/she has extended knowledge of the principles and methods of creating messages appropriate for the field of study. He/she is aware of the function and effectiveness of messages and the principles of professional ethics within the framework of the conducted activity.	He is knowledgeable about designing PR campaigns, as well as social and advertising campaigns.	[SW2] presentation/project/paper/report
	[DZiKSMU2_U07] He/she is able to prepare comprehensive oral, written and visual messages. He/she uses terminology specialized for the discipline, based on independently found, analysed, assessed, and selected sources of information, taking into account the achievements of the sciences on social communication and media as well as other scientific disciplines.	Based on specific examples (case studies), he analyzes media content, with a particular focus on PR campaigns. Based on current trends occurring in the field of PR, as well as relying on specialized sources of information, he is able to perform media literacy analysis.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	It uses state-of-the-art technology for its work, including artificial intelligence, digital image editing software, survey development tools and consumer research, among others.	[SU2] presentation/project/paper/report [SU8] observation of student's independent or team work	
Subject contents	<p>1. role of PR campaigns in modern communication systems (case studies)</p> <p>2 Stages of the campaign:</p> <ul style="list-style-type: none"> • Situation analysis using available sources and tools • Skillful formulation of campaign objectives • -Identification of target groups using demographic and origin analyses • Preparation of the strategy with determination of the schedule of subsequent activities and budget planning • Monitoring and evaluation of the campaign <p>3. the most common mistakes in campaigns</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Passing grade	51.0%	100.0%
Recommended reading	Basic literature	<p>1. Budzyński W., PR public relations: wizerunek, reputacja, tożsamość, Poltext 2018.</p> <p>2. Hartley K., Komunikacja w kryzysie: jak zrozumieć i kształtować zachowanie konsumentów, aby wasza marka cieszyła się jeszcze większym zaufaniem, Wydawnictwo PWN, Warszawa 2020.</p> <p>3. Szlis I., Wizerunek: jak go zmierzyć i jak poprawić, CeDeWu, Warszawa 2020. Miotk A., Jak internet zmienił public relations, Wyd. Słowa i Myśli, Lublin 2016.</p> <p>4. Waszkiewicz-Raviv A., Wizualny PR : siła obrazów w komunikacji organizacji, Warszawa : Wydawnictwa Uniwersytetu Warszawskiego, 2021.</p>	

	Supplementary literature	1. Wójcik K., Public relations. Wiarygodny dialog z otoczeniem, Wolter Kluwer, Warszawa 2015. 2. Guzowski R., Budowanie wizerunku urzędnika w mediach, Presscom, Wrocław 2017.
	eResources addresses	
Example issues/ example questions/ tasks being completed	-	
Work placement	Not applicable	

Document generated electronically. Does not require a seal or signature.