

Subject card

Subject name and code	Corporate Identity, PG_00155636						
Field of study	Management						
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 Subject group related to scientific research 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 polish		
Semester of study	1		ECTS credits		5.0		
Learning profile	academic		Assessment form				
Conducting unit	Katedra Marketingu -> Faculty of Management						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Sylwia Kuczamer-Kłopotowska				
	Teachers		dr Adriana Frączek				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	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	30		34.0		61.0	125
Subject objectives	The aim of the course is to familiarize students with the effective and desirable image creation of organizations.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_K04] The student knows the need to resolve dilemmas related to the profession's performance and fulfilling social obligations. He correctly identifies them.	Is aware of the legal and ethical dilemmas related to the profession of press spokesman.	[SK4] test/exam - oral or written
	[ZARZMU2_W08] The student has in-depth knowledge of enterprise and entrepreneurship, determinants shaping the effectiveness of economic activity with regional and international aspects.	Has in-depth knowledge of the concept of corporate image. Is able to place corporate image activities among other areas of corporate marketing activity.	[SW4] test/exam - oral or written
	[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.	Is aware of the depreciation of knowledge and understands the need to constantly supplement it, also in his professional work.	[SK1] oral statement/conversation/discussion
	[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.	Has extensive knowledge of the organizational forms of PR units in the enterprise.	[SW4] test/exam - oral or written
	[ZARZMU2_U06] The student can forecast and simulate complex economic and social phenomena concerning the macro scale (economy) and micro terms (enterprise) using complex methods and tools applied in management and quality studies.	Knows the tools for creating a company's image and is able to apply them in practice.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[ZARZMU2_U07] The student can search for detailed information to make rational and complex decisions of an operational and strategic nature in enterprises.	Is able to search for information related to the company's image in the process of making strategic and operational decisions.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
Subject contents	Basic concepts related to the image of a company Social responsibility in creating the image of a company Public relations as a tool for creating the image of a company The specificity of image crises Employer branding Corporate Identity		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written test	51.0%	40.0%
	semester project	51.0%	30.0%
	partial projects during the semester	51.0%	30.0%
Recommended reading	Basic literature	J. Olędzki, D. Tworzydło Public relations, Znaczenie społeczne i kierunki rozwoju, PWN 2010, Warszawa	

	Supplementary literature	S. Kuczamer-Kłopotowska, A. Kalinowska-Żeleźnik, A. Lusińska, The reflections of the CSR strategy in the activities of a public medium, as exemplified by Radio Gdańsk, Journal of Organizational Change Management. - 2017, Vol. 30, iss. 2 U.Zajac-Pałdyna, Działania z zakresu wizerunku przedsiębiorstwa skierowane do pracowników, Education of Economists and Managers, Projects, 51(1), 233-244. Retrieved from https://econjournals.sgh.waw.pl/EEiM/article/view/1310, 2019 K.Kowalska, Rola influencerów w kształtowaniu wizerunku firmy na przykładzie Airbnb, Przedsiębiorczość i Zarządzanie, 2019, t. 20, z. 2, cz. 1, s. 249-261, tab., bibliogr. 19 poz. W.Cwalina, Społeczna odpowiedzialność biznesu jako strategia kształtowania pozytywnego wizerunku i reputacji hotelu, Folia Turistica / Akademia Wychowania Fizycznego im. B. Czecha w Krakowie, 2019, nr 53, s. 57-77, tab., rys., bibliogr. 37 poz. D.Swajca, M.Prandzioch, Aktywność pracowników w mediach społecznościowych a ryzyko reputacyjne przedsiębiorstwa, Zeszyty Naukowe. Organizacja i Zarządzanie / Politechnika Śląska, 2018, z. 124, s. 77-90, tab., bibliogr. 25 poz. Zarządzanie zasobami ludzkimi. Kompetencje przyszłości M.Gaj, Pojęcie sytuacji kryzysowej z punktu widzenia public relations, Ekonomiczne Problemy Usług, 2018, nr 130, s. 37-44, rys., bibliogr. 12 poz. O.Witczak, Nowe media w budowaniu marki i wizerunku przedsiębiorstwa, Studia Ekonomiczne / Uniwersytet Ekonomiczny w Katowicach, 2013, nr 140, s. 80-97 G.Hajduk, Specyfika kryzysów wizerunkowych w mediach społecznościowych, Studia Medioznawcze, 2017, nr 3 (70), s. 101-114, rys., tab., Bibliogr. 24 poz. K.Stopczyńska, Wykorzystanie storytelling w kreowaniu wizerunku marki w social media, Handel Wewnętrzny, 2016, nr 3, s. 317-328, tab., bibliogr. 20 poz. K.Gołata, Hejt w sieci a wizerunek przedsiębiorcy, Studia Ekonomiczne / Uniwersytet Ekonomiczny w Katowicach, 2017, nr 313, s. 74-86, bibliogr. 14 poz. A.Krzysztofek, Społeczna odpowiedzialność w kreowaniu wizerunku przedsiębiorstwa, Zarządzanie i Finanse, 2015, R. 13, nr 3, cz. 2, s. 85-100, rys., bibliogr. 25 poz. M. Daszkiewicz, Wrona S., Kreowanie marki korporacyjnej, Difin, Warszawa, 2014
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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