

Subject card

Subject name and code	Public Relations Methods, PG_00170203						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's 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		1.0		
Learning profile	academic		Assessment form				
Conducting unit							
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	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		10.0		0.0	25
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.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 a strong foundation theoretically, in-depth knowledge on key issues from scope of use of PR tools by business entities on domestic market and internationally.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[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 about the subject selected rules and norms (organizational and ethical) conditions conditioning functioning organization on the market international, I understand regularities governing them, changes occurring in them and their influence on functioning of entities economic.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[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 self-identification, diagnosing and responsible resolution dilemmas and various variants of related solutions with execution profession and developing achievements professional.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
	[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 international and culturally diverse surroundings, using advanced terminology with scope of PR; supports its own position, doubts and suggestions argument based on selected theories and views different authors.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
Subject contents	The subject scope of the subject includes the following issues: 1. PR as a communication tool marketing / functions, tasks, scope of application, PR and Comprehensive Identification, importance of PR internal and external/. 2. Contacts with the media/rules for building positive relationships, the role of a spokesman press release, importance of mailing lists, preparation of press releases/. 3. Organization and conducting of conferences press releases/forms of notification, defining the purpose and topic, date and place, scenario of the speech, developing difficult questions/. 4. Creating press releases/rules of message construction, types of messages, transmission 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 / essence and types of crisis situations, procedures, analysis of potential threats, construction of a plan crisis, reacting to rumors/. 7. Events - rules for organizing special events/types events, forms of notification, key tasks and their schedule/. 8. Selected elements of self-presentation /image of the presenters, behavioral patterns, "essentials" for a PR specialist/. 9. Business presentations with taking into account multimedia communication techniques /conditions, purpose and types of presentation, verbal message, body language, visualization of the performance/. 10. e-PR - tools and applications 11. Cooperation with PR agencies /PR market in Poland and in the world, forms of cooperation, brief construction, criteria for selecting a PR agency. Any doubts arising during the analysis of case studies and discussed examples related to organizing a press conference and the organization's behavior in crisis situations will also be addressed during consultations.		
Prerequisites and co-requisites	- knowledge of the basics of marketing and the principles of operation of the company in its environment international, - knowledge of the practical use of basic promotion tools.		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in classes	51.0%	40.0%
	written colloquium	51.0%	60.0%
Recommended reading	Basic literature	1. Budzynski W., Public Relations. Wizerunek, Reputacja, Tożsamosc, Poltext 2017. 2. Nikodemka-Wołowik A.M., Komunikowanie tożsamosci rynkowej w otoczeniu międzynarodowym, Wydawnictwo UG, Gdansk 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 eNauczanie:	
Example issues/ example questions/ tasks being completed	e.g. Rules for constructing a press release		
Work placement	Not applicable		

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