University of Gdańsk

Subject card

Subject name and code	Public Affairs, PG_00178807						
Field of study	Management						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research 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	4		ECTS credits		7.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Wioleta Dryl				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	0.0	32.0	0.0	0.0	40
	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	40		2.0		133.0	175
Subject objectives	To provide students with advanced knowledge and develop their skills in planning and implementing strategic communication and relationship-building activities between an organization and entities in its institutional and public environment, with particular emphasis on relationship marketing tools, stakeholder communication, and reputation management in the context of public policy.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_W07] Possess a comprehensive understanding of legal regulations and ethical norms, including those related to intellectual property protection, which are essential for business decision-making	The student has knowledge and understanding of key legal, institutional, and ethical regulations concerning the functioning of organizations in their relations with the public environment, including the principles of lobbying, transparency of public life, and intellectual property protection in the context of communication and strategic decision-making.	[SW4] test/exam - oral or written
	[ZARZMU2_W03] Possesses a deep understanding of the relationship between the organization and its stakeholders. They are also aware of the complex phenomena and processes that occur in the organization's environment, including their variability and impact on the organization's functioning	The student has knowledge and understanding of the conditions under which organizations operate within regulatory, social, and political environments, and is able to identify the main forms of relationships between organizations and institutional stakeholders, including mechanisms of influence and communication with the public sphere.	[SW4] test/exam - oral or written
	[ZARZMU2_U05] Can identify and correctly apply legal, professional, and ethical standards in business decision-making	The student is able to analyze organizational decision-making situations in the context of legal regulations, ethical and professional standards, and apply relevant laws and operational standards when developing recommendations concerning relationships with public stakeholders.	[SU2] presentation/project/paper/ report
	[ZARZMU2_K02] Is ready to perform professional roles responsibly, observe and develop the principles of professional ethics and act to comply with them, as well as to care for the development of achievements and maintain the ethos and tradition of professions related to management	The student demonstrates a sense of professional and ethical responsibility in activities at the intersection of the organization and the public interest, promotes transparency and institutional communication standards, and identifies and critically evaluates practices that violate ethical principles in the field of Public Affairs.	[SK2] presentation/project/paper/ report

Subject contents	Lectures: 1. Introduction to Public Affairs Definitions and related concepts (PR, lobbying, CSR); origins and evolution of the concept; key functions of Public Affairs (PA) 2. Public Affairs as a Stakeholder Relationship Management Tool Definition of stakeholders; types of stakeholders; stakeholder mapping 3. Strategic Planning in Public Affairs Goals, means, tools; developing a PA strategy; measuring the effectiveness of PA activities 4. Communication Tools in Public Affairs Media relations, direct communication, social media, information campaigns, digital communication tools 5. Crisis Aspects of Public Affairs Crisis communication; managing media and stakeholder relations during a crisis 6. Public Affairs and Corporate Reputation Management Reputation as a strategic asset; mechanisms and tools for building and maintaining reputation Laboratories / Workshops: 1. Ethics and Responsibility in Public Affairs Activities 2. Creating a Stakeholder Map For a specific organization (NGO, corporation, public sector); analysis of stakeholder influence and power 3. Developing a Stakeholder Engagement Strategy In the context of an investment project 4. Designing a Crisis Communication Strategy 5. Planning an Advocacy Campaign 6. Using Data and Research in Public Affairs Analysis of social data and public opinion (CBOS reports, Eurobarometer, etc.) 7. Storytelling in Public Affairs Creating narratives that support organizational goals (pitching to stakeholders) 8. Digital Public Affairs Designing a campaign using social media platforms 9. Ethics and Responsibility in Public Affairs *(revisited or extended session)*
Prerequisites and co-requisites	Basic knowledge in the field of management acquired during first-cycle (Bachelors) studies.
Assessment methods and criteria	

Subject passing criteria	Passing threshold	Percentage of the final grade
Test	51.0%	50.0%
Completion of a final assignment – presentation/project/paper/report	51.0%	50.0%

Recommended reading	Basic literature	D. Tworzydło,Public Relations. Praktyka komunikowania 3.0, PWN, Warszawa, 2023 M. Kaczmarek-Śliwińska, Public Relations organizacji w zarządzaniu sytuacjami kryzysowymi organizacji. Sztuka komunikowania się, Wydawnictwo Difin, Warszawa 2015.
	Supplementary literature	A. Miotk, Nowy PR. Jak internet zmienił public relations, Wydawnictwo Słowa i Myśli, Warszawa 2016. W. Budzyński, Public Relations. Strategia i nowe techniki kreowania wizerunku, Wydawnictwo Poltext, Warszawa 2008.
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. Analyze an example of an advocacy campaign conducted by any organization. Identify the stakeholders, objectives, methods of action, and evaluate its effectiveness. 2. Based on a real investment project (e.g., the construction of a shopping center), develop a stakeholder map considering their level of influence and engagement. 3. Develop communication messages and an action plan for a crisis situation (e.g., disclosure of unethical behavior by an employee), taking into account different stakeholder groups.	
Work placement	Not applicable	

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