University of Gdańsk

Subject card

Subject name and code	Public Relations Methods, PG_00199686		
Field of study	International Economic Relations		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
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	full-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	Polish
Semester of study	2	ECTS credits	3.0
Learning profile	academic	Assessment form	exam
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Anna Nikodemska-Wołowik	
	Teachers	mgr Oskar Bech dr hab. Anna Nikodemska-Wołowik	

Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	30.0	0.0	60
	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	60	0.0	15.0	75

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 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 theoretically based, in-depth knowledge of key issues in the use of PR tools by business entities on the domestic and international markets. The student is capable of independently identifying and diagnosing problems, and of responsibly making decisions regarding the selection and application of PR tools within the scope of the project. They also consult the project's assumptions and progress with the course instructor during consultations and project sessions.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[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 an international and culturally diverse environment, using advanced PR terminology; supports one's own position, doubts and suggestions, argumentation based on selected theories and views of various authors. The student is capable of independently identifying and diagnosing problems, and of responsibly making decisions regarding the selection and application of PR tools within the scope of the project. They also consult the project's assumptions and progress with the course instructor during consultations and project sessions.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
[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 independently identify, diagnose and responsibly resolve dilemmas and various variants of solutions regarding PR tools, related to performing a profession and developing professional achievements. The student is capable of independently identifying and diagnosing problems, and of responsibly making decisions regarding the selection and application of PR tools within the scope of the project. They also consult the project's assumptions and progress with the course instructor during consultations and project sessions.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK8] observation of student's independent or team work
[MSGMU2_W07] has a 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 of selected rules and norms (organizational and ethical) determining the functioning of organizations on the international market, regarding the role of PR, understands the regularities governing them, the changes taking place in them and their impact on the functioning of economic entities.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion

Subject contents	The subject scope of the subject includes the following issues:1. PR as a marketing communication tool / functions, tasks, scope of application, PR and Comprehensive Identification,the importance of internal and external PR.2. Contacts with the media / rules for building positive relationships, the role of a press spokesman, the importance of mailing lists,preparation of press releases/.3. Organizing and conducting press conferences / forms of notification, determining the purpose and topic, date and place,scenario of the speech, development of difficult questions/.4. Creating press releases /rules of message construction, types of messages, communication 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 / the essence and types of crisis situations, procedures, analysis of potential ones threats, building a crisis plan, reacting to rumors/.7. Events - rules for organizing special events / types of events, forms of notification, key tasks and their schedule/.8. Selected elements of self-presentation /image of presenters, behavioral patterns, "essentials" for a PR specialist/.9. Business presentations including multimedia communication techniques / conditions, purpose and types of presentations, message verbal, body language, visualization of the performance/.10. e-PR - tools and applications11. Cooperation with PR agencies / PR market in Poland and around the world, forms of cooperation, brief construction, criteria for selecting an agency PR/. Any doubts arising during designing the projectt will be addressed during project hours.
Prerequisites and co-requisites	- knowledge of the basics of marketing and the principles of operation of a company in an international environment,- knowledge of the practical use of basic promotion tools.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project	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. Nikodemska-Wołowik A.M., Komunikowanie tożsamości rynkowej w otoczeniu międzynarodowym, Wydawnictwo UG, Gdańsk 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	

Example issues/ example questions/ tasks being completed	e.g. Rules for constructing a press release
Work placement	Not applicable

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