

Subject card

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|--|---|--|------------------------------|-------------------------------------|---|------------|-----|
| Subject name and code | Public relations I, PG_00205812 | | | | | | |
| Field of study | Journalism and Social Communication | | | | | | |
| Date of commencement of studies | October 2026 | Academic year of realisation of subject | | | 2027/2028 | | |
| Education level | Bachelor's studies | Subject group | | | Obligatory subject group in the field of study 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 | 3 | ECTS credits | | | 1.0 | | |
| Learning profile | practical | Assessment form | | | credit | | |
| Conducting unit | Division of Social and Cultural Communication -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr hab. Małgorzata Łosiewicz | | | | |
| | Teachers | | | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 15.0 | 0.0 | 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 | | 0.0 | | 10.0 | 25 |
| Subject objectives | <p>1. Introducing students to the history and theory of public relations.</p> <p>2. Familiarizing students with the fundamental research issues of public relations as one of the areas of communication.</p> <p>3. Acquainting students with methods and tools for creating a public image of organizations.</p> | | | | | | |

| Learning outcomes | Course outcome | Subject outcome | Method of verification |
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| | [DZiKSL3_U04] He/she creates media messages with various functions. He/she uses specialised terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems. | He/She can build relationships with the media and the organisation's external environment using modern information and communication tools and techniques. | [SU2] presentation/project/paper/report |
| | [DZiKSL3_U05] Using the knowledge of media studies and the knowledge of media research methodology, he/she is able to analyse the content of media. | He/She is capable of analyzing a company's external and internal environment for the needs of public relations activities. | [SU2] presentation/project/paper/report |
| | [DZiKSL3_W06] He/she has advanced knowledge of the essence and specificity of the science of social communication and media, as well as their subject and methodological connections with other disciplines. | He/She knows how to organise public relations activities within a company. | [SW2] presentation/project/paper/report |
| | [DZiKSL3_K01] Student is sensitive to any signs of manipulation of the recipient, understanding the threats resulting from this phenomenon and is able to critically evaluate the received content. | He/She can understand the ethical aspects of public relations and the legal regulations in this area. | [SK1] oral statement/conversation/discussion |
| | [DZiKSL3_K05] He/she is ready to act responsibly as a journalist, media worker, advertising and PR industry employee in accordance with the principles of professional ethics and requires it from others. | Is ready to responsibly fulfil the role of a PR specialist following the principles of professional ethics. | [SK2] presentation/project/paper/report |
| | [DZiKSL3_W07] He/she has knowledge of the processes of social communication, the directions of its development, media studies trends and systems, as well as the conditions and dilemmas of their functioning in contemporary civilisation. | He/She knows the scope of public relations activities and contemporary trends in its development. | [SW4] test/exam - oral or written |

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| Subject contents | <p>1. Scope of Public Relations Activities</p> <ul style="list-style-type: none"> - History of public relations - Concept of public relations - Objectives and functions - Audiences of public relations activities - Types and forms - Contemporary directions of public relations development <p>2. Organization of Public Relations</p> <ul style="list-style-type: none"> - PR activities in a company - Organizational structure of PR services (in-house structures or PR agencies) - Areas of creating company image - Visual identification systems (Corporate Identity) - Utilization of market research in PR <p>3. Creating Company Relations with the External Environment</p> <ul style="list-style-type: none"> - Environmental analysis and planning - Shaping media contacts <p>4. The Art of Presenting the Company</p> <ul style="list-style-type: none"> - Events, fairs, and exhibitions - Organization of press conferences <p>5. Ethical Aspects of Public Relations - Legal Regulations</p> |
| Prerequisites and co-requisites | Basic knowledge in the field of Introduction to Communication Studies. |

| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
|--|--|--|-------------------------------|
| | Degree of mastery of the required scope of subject matter | 51.0% | 50.0% |
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| Recommended reading | Basic literature | <p>Barlik, J. (2021). <i>Excellent Public Relations: Theories, Controversies, Debates</i> / Jacek Barlik. (1st edition). Poltext Publishing.</p> <p>Cialdini, R. B., & Wojciszke, B. (2016). <i>Wywieranie wpływu na ludzi: teoria i praktyka</i> / Robert Cialdini; przekład Bogdan Wojciszke. (Wydanie 7.). Gdańskie Wydawnictwo Psychologiczne.</p> <p>Ołędzki, J. (2020). <i>Standards of Professional Public Relations: A Monograph</i> / edited by Jerzy Ołędzki. UKSW Scientific Publishing.</p> | |
| | Supplementary literature | <p>Kaczmarek-Śliwińska, M. (2023). <i>Ethics of Public Relations: Professionalization of the PR Industry in Poland</i> / edited by Monika Kaczmarek-Śliwińska. SBP Scientific and Educational Publishing.</p> <p>Scott, D. M., & Samson-Banasik, A. (2022). <i>The New Rules of Marketing and PR: How to Reach Buyers Directly through Social Media, Podcasts, Content Marketing, Newsjacking, and Artificial Intelligence</i> / David Meerman Scott; translated by Aleksandra Samson-Banasik. (First edition). MT Biznes.</p> | |
| | eResources addresses | | |
| Example issues/ example questions/ tasks being completed | <p>Reading Test</p> <p>Quantitative study of PR topics knowledge among University of Gdansk students</p> | | |
| Work placement | Not applicable | | |

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