

Subject card

Subject name and code	Public relations II, PG_00205821						
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	4	ECTS credits			2.0		
Learning profile	practical	Assessment form			exam		
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	30.0	0.0	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		0.0		20.0	50
Subject objectives	1. Preparing students to use methods and tools for creating a public image of organizations, shaping relationships with internal and external environmental groups using media.2. Establishing a basis for critical reflection on the usefulness of the tools used.3. Acquainting students with planning and implementing public relations strategies, corporate social responsibility, and crisis communication management.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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.	Using PR knowledge, he is capable of analyzing the relationships of economic entities.	[SU2] presentation/project/paper/report
	[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 creates media messages for lobbying, sponsorship activities, and crisis situations.	[SU4] test/exam - oral or written
	[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 is sensitive to any manipulative techniques in PR communication.	[SK4] test/exam - oral or written
	[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.	He/She is ready to competently and socially responsibly fulfill the role of a PR specialist in an ethical manner.	[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 has up-to-date knowledge about the processes of building relationships with internal and external environments using the principles of corporate social responsibility.	[SW4] test/exam - oral or written	
Subject contents	<p>1. Creating relationships between the company and its external environment Sponsorship areas Forms of lobbying 2. The art of presenting the company Events, trade fairs, and exhibitions Communication using "new media" Organization of press conferences 3. Public relations in the communication system of the company with its internal environment The essence of activities directed towards the internal environment Tools used 4. Corporate social responsibility as a new PR task Emergence and development of CSR in Poland Tools for implementing responsible business Benefits of applying CSR strategies 5. Development of information technology and PR activities Websites and online press offices Social media Network monitoring 6. Information management in crisis situations Characteristics of crisis situations Preparation of a crisis management plan Dealing with the media in the face of a crisis Positive and negative effects of a crisis on the organization's image 7. Personal and social competencies of a public relations specialist Public relations as a career path Communication skills Influencing people 8. Ethical aspects of public relations Black PR Spin Doctors a new role in PR activities</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Analysis of the Image of Higher Education Institutions	51.0%	20.0%
	Exam	51.0%	80.0%
Recommended reading	Basic literature	<p>Budzyński, W. (2018). Public Relations: Image, Reputation, Identity / Wojciech Budzyński. Poltext Publishing. Tworzydło, D. (2023). Public Relations: Communication Practice 3.0 / Dariusz Tworzydło. (2nd Edition, revised and updated, 1st Edition published by PWN Scientific Publishing). PWN. Woźniakowski, M. (2020). Internet Public Relations in Business Marketing Communication / Mariusz Woźniakowski. (1st Edition). University of Łódź Publishing. Studencka-Derkacz, D. (2019). E-PR: Dynamics of Changes in Public Relations, New Trends and Research Methods / Danuta Studencka-Derkacz. In E-PR: Dynamics of Changes in Public Relations, New Trends and Research Methods.</p>	

	Supplementary literature	<p>Kocot, D. (2018). The Way from Identity to Image / Damian Kocot. In The Way from Identity to Image.</p> <p>Lipka, A., Król, M., Waszczak, S., & Winnicka-Wejs, A. (2019). Cyberbullying Against Employees and Organizational Image / Anna Lipka, Małgorzata Król, Stanisław Waszczak, Alicja Winnicka-Wejs. (2nd Edition). CeDeWu. Szuba, P. (2022). Crisis Communication: An Analysis of the Public Relations Agency Sector / Przemysław Szuba. Newsline. Szlis, I. (2020). Image: How to Measure It and How to Improve It / Izabela Szlis. (2nd Edition). CeDeWu.</p>
	eResources addresses	
Example issues/ example questions/ tasks being completed	Analysis of the Image of Higher Education Institutions - Academia Fair	
Work placement	Not applicable	

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