University of Gdańsk

Subject card

Subject name and code	Public Relations I (Lecture), PG_00206547		
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, prof. UG	
	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
1. Introducing students to the history and theory of public relations. 2. Familiarizing students with the fundamental research issues of public relations as one of the areas of communication. 3. Acquainting students with methods and tools for creating a public image of organizations.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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_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
[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_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_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

Subject contents	1. Scope of Public Relations Activities - 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 2. Organization of Public Relations - 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 3. Creating Company Relations with the External Environment - Environmental analysis and planning - Shaping media contacts 4. The Art of Presenting the Company - Events, fairs, and exhibitions - Organization of press conferences 5. Ethical Aspects of Public Relations - Legal Regulations
Prerequisites and co-requisites	Basic knowledge in the field of Introduction to Communication Studies.

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Degree of mastery of the required scope of subject matter</td><td>51.0%</td><td>50.0%</td></tr>
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</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>Rydzak, W. & Wydawnictwo Poznańskiego Towarzystwa Przyjaciół Nauk Wydawca (2025) O (nie)widzialnej władzy informacji w gospodarce : Poznańska Szkoła Ekonomii Informacji i Ekonometrycznego Public Relations / redaktor naukowy Waldemar Rydzak. [Online]. Poznań: Wydawnictwo Poznańskiego Towarzystwa Przyjaciół Nauk.

Barlik, J. (2021). Excellent Public Relations: Theories, Controversies, Debates / Jacek Barlik. (1st edition). Poltext Publishing.

Cialdini, R. B., & Wojciszke, B. (2016). Wywieranie wpływu na ludzi: teoria i praktyka / Robert Cialdini; przekład Bogdan Wojciszke. (Wydanie 7.). Gdańskie Wydawnictwo Psychologiczne.

Olędzki, J. (2020). Standards of Professional Public Relations: A Monograph / edited by Jerzy Olędzki. UKSW Scientific Publishing.</td></tr>
<tr><td>Supplementary literature</td><td>Kaczmarek-Śliwińska, M. (2023). Ethics of Public Relations: Professionalization of the PR Industry in Poland / edited by Monika Kaczmarek-Śliwińska. SBP Scientific and Educational Publishing.

Scott, D. M., & Samson-Banasik, A. (2022). The New Rules of Marketing and PR: How to Reach Buyers Directly through Social Media, Podcasts, Content Marketing, Newsjacking, and Artificial Intelligence / David Meerman Scott; translated by Aleksandra Samson-Banasik. (First edition). MT Biznes.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">Reading Test

Quantitative study of PR topics knowledge among University of Gdansk students</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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