University of Gdańsk

Subject card

Subject name and code	Public Relations I (Laboratory Classes), PG_00206549						
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		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Grzegorz Kapuściński				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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	• familiarizing students with the history and theory of public relations, basic research problems of public relations, practical dimensions of planning and implementing public relations strategies, CSR, communication management in crisis • preparing students to use methods and tools for creating the public image of an organization, ways of shaping relationships with internal and external groups						

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.	When creating messages in the area of PR, he uses specialized terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems. KD_U 04 When creating messages in the area of PR, he uses specialized terminology, methods and tools, including modern and advanced information and communication techniques, to solve problems. KD_U 04	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[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 media knowledge and knowledge of media research methodology, he is able to analyze media content. KD_U 05	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task [SU6] demonstration of practical skills
[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.	Has knowledge of the essence and specificity of public relations and its subject and methodological connections with other scientific disciplines. KD_W06	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
[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 is sensitive to all manifestations of manipulation of the recipient, understands the threats resulting from this phenomenon and is able to critically evaluate the received content.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task [SK6] demonstration of practical skills
[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 act responsibly as a journalist, media, advertising and PR employee in accordance with the principles of professional ethics and requires this from others. KD_K 05	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task [SK6] demonstration of practical skills
[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.	Has knowledge of public relations processes, directions of its development and conditions and dilemmas of image functioning in modern civilization. KD_W 07	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task

Subject contents

1. PR in the social communication system - designating areas of activity. 2. Defining the PR environment and stakeholder groups. 3. PR strategies and programs - RACE formula (research-action-communication-evaluation). 4. Ex ante quantitative and qualitative research. Projective methods. Communication audit. 5. Goals, identity, image, reputation of the organization. Mission and vision. Construction of the message. Corporate Identity. 6. Media relations Rules of cooperation with journalists. Structure and types of press releases. Organization of conferences, meetings, press briefings. 7. Internal communication 8. Crisis communication 9. CSR - corporate social responsibility Models. Programs. 10. Organization of special events. Sponsorship as a PR tool 11. PR effectiveness research methods. Media report. 12. Web 2.0 Viral marketing. Astroturf marketing. Community building. 13. Ethics in PR

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
	51.0%	100.0%

Recommended reading	Basic literature	1. Barlik J., Doskonałe public relations: teorie, kontrowersje, debaty, Poltext 2021 2. Budzyński W., PR public relations: wizerunek, reputacja, tożsamość, Poltext 2018 3. Miotk A., Jak internet zmienił public relations, Wyd. Słowa i Myśli, Lublin 2016. 4. Miotk A., Badania w public relations, Difin, Warszawa 2012 5. Rozwadowska B., Public Relations. Teoria, praktyka, perspektywy, Studio Emka, Warszawa 2009. 6. Tworzdło D., Zarządzanie w kryzysie wizerunkowym: metody, procedury, reagowanie, Difin, Warszawa 2019
	Supplementary literature	1. Bakalarski K., Public Relations a kształtowanie wizerunku menedżera, Scientific Publishing Group, Gdańsk 2004 2. Czechowska-Derkacz, B., Łosiewicz, M., and Ostrowski, A. 2017. Nie zabijaj, nie kradnij... Sytuacje kryzysu najwyższego ryzyka na uczelniach wyższych w relacjach mediów. *Studia Medioznawcze* 3 (70), 9199. 3. Łosiewicz M., Relacje między mediami i public relations na podstawie badań przedsiębiorstw województwa pomorskiego ,[w] Media, biznes, kultura, red. J.Kreft, J. Majewski, Wyd. Marpress, Gdańsk 2009 4. Łosiewicz M., Ryłko-Kurpiewska A., Bałandynowicz-Panfil K., Czechowska-Derkacz B., Walotek-Ściańska K., Identity and image in media communication, TrueSign, 2016 5. Wójcik K., Public relations. Wiarygodny dialog z otoczeniem, Wolter Kluwer, Warszawa 2015.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Preparing and conducting a press conference. Preparation of a PR plan for a selected organization.	
Work placement	Not applicable	

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