University of Gdańsk

Subject card

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| Subject name and code | Public Relations II (Laboratory Classes), PG_00206571 | | | | | | |
| 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<br>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 | | 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<br>• 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_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<br>[SW2] presentation/project/paper/ report<br>[SW3] text preparation/written work<br>[SW5] implementation of a problem task |
| [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<br>[SK2] presentation/project/paper/ report<br>[SK5] implementation of a problem task<br>[SK6] demonstration of practical skills<br>[SK8] observation of student's independent or team work |
| [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<br>[SK2] presentation/project/paper/ report<br>[SK3] text preparation/written work<br>[SK5] implementation of a problem task<br>[SK8] observation of student's independent or team work |
| [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<br>[SW2] presentation/project/paper/ report<br>[SW3] text preparation/written work<br>[SW5] implementation of a problem task |
| [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 | [SU1] oral statement/conversation/ discussion<br>[SU2] presentation/project/paper/ report<br>[SU3] text preparation/written work<br>[SU5] implementation of a problem task<br>[SU6] demonstration of practical skills<br>[SU8] observation of student's independent or team work |
| [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<br>[SU2] presentation/project/paper/ report<br>[SU3] text preparation/written work<br>[SU5] implementation of a problem task<br>[SU8] observation of student's independent or team work |

## 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-communicationevaluation). 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% |

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|---|---|---|
| Recommended reading | Basic literature | 1. Barlik J., Doskonałe public relations: teorie, kontrowersje, debaty,Poltext 20212. Budzyński W., PR public relations: wizerunek, reputacja, tożsamość,Poltext 20183. Miotk A., Jak internet zmienił public relations, Wyd. Słowa i Myśli,Lublin 2016.4. Miotk A., Badania w public relations, Difin, Warszawa 20125. 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 wizerunkumenedżera, Scientific Publishing Group, Gdańsk 20042. Czechowska-Derkacz, B., Łosiewicz, M., and Ostrowski, A. 2017.Nie zabijaj, nie kradnij... Sytuacje kryzysu najwyższego ryzyka nauczelniach wyższych w relacjach mediów. Studia Medioznawcze 3(70), 9199.3. Łosiewicz M., Relacje między mediami i public relations napodstawie badań przedsiębiorstw województwa pomorskiego , [w]Media, biznes, kultura, red. J.Kreft, J. Majewski, Wyd. Marpress,Gdańsk 20094. Łosiewicz M., Ryłko-Kurpiewska A., Bałandynowicz-Panfil K.,Czechowska-Derkacz B., Walotek-Ściańska K., Identity and image inmedia communication, TrueSign, 20165. Wójcik K., Public relations. Wiarygodny dialog z otoczeniem, WolterKluwer, 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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