University of Gdańsk

Subject card

Subject name and code	Public Relations II (Lecture), PG_00206572						
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, prof. UG				
	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_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
[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_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_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

Subject contents

1. Creating relationships between the company and its external environment Sponsorship areas Forms of lobbying2. The art of presenting the company Events, trade fairs, and exhibitions Communication using "new media" Organization of press conferences3. Public relations in the communication system of the company with its internal environment The essence of activities directed towards the internal environment Tools used4. Corporate social responsibility as a new PR task Emergence and development of CSR in Poland Tools for implementing responsible business Benefits of applying CSR strategies5. Development of information technology and PR activities Websites and online press offices Social media Network monitoring6. 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 image7. Personal and social competencies of a public relations specialist Public relations as a career path Communication skills Influencing people8. Ethical aspects of public relations Black PR Spin Doctors a new role in PR activities

Prerequisites and co-requisites

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Exam	51.0%	80.0%
Analysis of the Image of Higher Education Institutions	51.0%	20.0%

Recommended reading	Basic literature	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. 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.
	Supplementary literature	Kocot, D. (2018). The Way from Identity to Image / Damian Kocot. In The Way from Identity to Image. 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.
	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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