

Subject card

Subject name and code	Work Placement IV, PG_00207630						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study		
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		4.0		
Learning profile	practical		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dominik Chomik				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	90.0	0.0	0.0	0.0	90
	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	90		0.0		10.0	100
Subject objectives	Objectives: - the objective of completing a professional internship is for the student to gain in-depth professional experience in a selected institution whose activities are related to mass media, social and mass communication, or public relations, marketing, and advertising; - an element of the internship is the independent search for a placement (this is not obligatory) and participation, together with the internship supervisor (the person responsible for the intern on site), in determining the course of the internship; - applying the knowledge, skills, and competencies acquired during previous stages of study while completing the internship.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_K03] He/she is ready to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	Carries out tasks responsibly and cooperates effectively with the professional environment	[SK7] entries and opinions in the internship diary
	[DZiKSMU2_W05] He/she has well-structured knowledge of the fundamental principles of creating and developing various forms of entrepreneurship in the field of media and social communication, as well as of the functioning of media institutions and social communication departments, and understands the goals and challenges associated with their operation.	Possesses thorough knowledge of the objectives and challenges of a media institution or a social communication department.	[SW5] implementation of a problem task
	[DZiKSMU2_W07] He/she has knowledge of the principles and methods of creating messages appropriate for the field of study. He/she is aware of the function and effectiveness of messages and the principles of professional ethics within the framework of the conducted activity.	Knows the principles and methods of creating messages appropriate to the field of study.	[SW5] implementation of a problem task
	[DZiKSMU2_K05] He/she correctly identifies and responsibly resolves professional and social dilemmas, maintains the work ethos, observes and develops the ethics of the profession.	Correctly identifies and responsibly resolves professional and social dilemmas, upholds professional ethics, and adheres to and develops ethical standards of the profession.	[SK7] entries and opinions in the internship diary
	[DZiKSMU2_U11] He/she has the ability to independently acquire knowledge and undertake activities aimed at developing and managing his/her own professional career.	Is able to independently undertake actions aimed at personal educational and professional development.	[SU7] entries and opinions in the internship diary
	[DZiKSMU2_U01] The student is able to select sources correctly and use research methods appropriate for the research workshop of a communicator and media expert, as well as effectively select information in order to solve a task formulated by themselves or others.	Is able to select sources and critically evaluate information for the purpose of accomplishing specific tasks.	[SU7] entries and opinions in the internship diary
	[DZiKSMU2_U04] He/she is able to independently identify and solve problems characteristic of media and media-related activities; select means and methods of work adequate to the proper performance of professional tasks.	Selects appropriate tools and methods of work suitable for performing professional tasks.	[SU7] entries and opinions in the internship diary
	[DZiKSMU2_U05] He/she has the ability to integrate knowledge in the field of social communication and media, as well as its application in professional situations and assess the risk and possible consequences of undertaken professional activities.	Is able to apply knowledge acquired during studies to the performance of specific professional tasks.	[SU7] entries and opinions in the internship diary
	[DZiKSMU2_W04] He/she has structured knowledge of the economic, legal, cultural and ethical determinants of professional activity related to the field of study, including the principles of protection of industrial property and copyright.	Is familiar with the economic, legal, cultural, and ethical conditions related to performed activities.	[SW5] implementation of a problem task
	[DZiKSMU2_U10] He/she is able to cooperate and work in a group, set and achieve common goals, assume various roles in the team, including managerial ones.	Cooperates within a group to achieve a designated goal.	[SU7] entries and opinions in the internship diary
Subject contents	Determined individually depending on the type of tasks and the nature of the institution where the internship is carried out.		

Prerequisites and co-requisites	1. If the institution where the internship is carried out outside the University of Gdańsk has not signed an internship agreement with the University, a standard agreement must be concluded between the institution and the University of Gdańsk. 2. Obtaining a referral from the Rectors plenipotentiary (when required). Information needed to issue the referral includes: name and location of the internship placement and the internship period. 3. Providing the internship coordinator with the data required for the University of Gdańsk to insure the student (full name, student ID number, name and address of the employer, internship period).		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	The final assessment is carried out by the internship coordinator on the basis of a complete Internship Logbook.	51.0%	100.0%
Recommended reading	Basic literature	N/A	
	Supplementary literature	N/A	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Preparing a survey concerning an important social issue. Proposing promotional activities (for discussion within the marketing department) in response to an institutional image crisis. Preparing a photographic report from an event.		
Work placement	Not applicable		

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