

Subject card

Subject name and code	Work Placement II, PG_00207628						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2027		Academic year of realisation of subject		2027/2028		
Education level	Master'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	1		Language of instruction		Polish		
Semester of study	2		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	The aim of the course is to deepen and integrate students' professional competences through the independent and responsible performance of tasks related to media and social communication, both in external organisations and as part of university-based teams, projects and other forms of practical activity. The course enables students to apply their knowledge and skills in professional contexts, identify and solve problems, assess the consequences of their actions, develop their ability to cooperate with others and coordinate activities, and consciously shape their own professional development.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_U11] He/she has the ability to independently acquire knowledge and undertake activities aimed at developing and managing his/her own professional career.	Can set professional development goals arising from experience gained during the placement and independently select ways of achieving them.	[SU7] entries and opinions in the internship diary
	[DZiKSMU2_K04] He/she is ready to think and act in an entrepreneurial manner.	Is prepared to take initiative and seek feasible solutions that respond to needs identified during the apprenticeship.	[SK7] entries and opinions in the internship diary
	[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.	Understands the relationships between the form and method of creating a message and its function, effectiveness, reception, and compliance with the principles of professional ethics.	[SW5] implementation of a problem task
	[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.	Can integrate knowledge from different areas of social communication and media, compare possible courses of action, and assess the risks associated with them.	[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.	Can analyse the causes of problems arising in professional activity, consider possible solutions, and select methods of action appropriate to the situation.	[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.	Understands the influence of economic, legal, cultural and ethical determinants on decisions made during the placement and knows the principles of the lawful use of the work of others.	[SW5] implementation of a problem task
	[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.	Is prepared to carry out assigned tasks responsibly, coordinate their own activities with the work of the team, and initiate cooperation required to achieve the agreed goals.	[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.	Understands the relationships between objectives, organisation and work processes at the placement organisation and knows the conditions for undertaking and developing new initiatives.	[SW5] implementation of a problem task
	[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.	Can independently plan how information will be obtained, select research and analytical methods appropriate to the task, and assess the usefulness of the material collected.	[SU7] entries and opinions in the internship diary
	[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.	Can contribute to setting team goals, agree on the distribution of tasks, assume different roles, and coordinate selected activities within the scope of assigned responsibilities.	[SU7] entries and opinions in the internship diary
Subject contents	Determined individually according to the nature of the tasks and the type of institution in which the apprenticeship is undertaken.		

Prerequisites and co-requisites	Before commencing the apprenticeship: 1. If an external host organisation does not have an agreement with the University of Gdańsk concerning the provision of apprenticeships, a standard agreement between the organisation and the University must be signed. 2. A referral letter must be obtained from the Rector's Representative for submission to the employer. The following information is required to issue the referral: the name and location of the host organisation and the apprenticeship period. 3. The apprenticeship coordinator must be provided with the information required to arrange student insurance: the student's full name, student record number, the employer's name and address, and the apprenticeship period.								
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>The overall assessment is based on the complete Apprenticeship Logbook.</td><td>51.0%</td><td>100.0%</td></tr></table>	Subject passing criteria	Passing threshold	Percentage of the final grade	The overall assessment is based on the complete Apprenticeship Logbook.	51.0%	100.0%		
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Recommended reading	<table><tr><td>Basic literature</td><td>n/a</td></tr><tr><td>Supplementary literature</td><td>n/a</td></tr><tr><td>eResources addresses</td><td></td></tr></table>	Basic literature	n/a	Supplementary literature	n/a	eResources addresses			
Basic literature	n/a								
Supplementary literature	n/a								
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Example issues/ example questions/ tasks being completed	1. Identify a specific communication need or problem of a selected organisation and prepare a feasible proposal for content, an activity or a solution, taking account of available resources and organisational capacity. 2. Conduct desk research, monitoring, content analysis or another form of investigation required to make a decision concerning the project being undertaken. 3. Contribute to setting the team's goals and action plan and coordinate the assigned stage of the task, taking account of deadlines, the division of responsibilities and available resources. 4. Compare possible ways of solving a problem arising during the work, assess their advantages, limitations and risks, and then justify the choice of the adopted solution.								
Work placement	Not applicable								

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