University of Gdańsk

Subject card

Subject name and code	Public relations within the communication space of institutions and enterprises, PG_00216177		
Field of study	Journalism and Social Communication		
Date of commencement of studies	October 2027	Academic year of realisation of subject	2028/2029
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Optional subject group 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	Division of Visual Anthropology -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Beata Czechowska-Derkacz	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	15.0	0.0	0.0	0.0	15

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	15	3.0	32.0	50

Subject objectives

The purpose of the course is to familiarize students with the place of PR in the communication system of an enterprise and the ways of organizing PR activities in an enterprise (organization of an in-house PR department and conducting PR activities through external agencies). Preparation for implementing PR activities in line with an organisation's PR strategy, with a view to effectively building a positive corporate image, including through the integration of the Sustainable Development Goals (SDGs). Familiarising students with the use of AI in PR practice in accordance with ethical principles and legal regulations.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[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.	The student has structured knowledge of the economic, legal, cultural, and ethical conditions of corporate public relations activities, including intellectual property protection and copyright law.	[SW1] oral statement/ conversation/discussion
[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.	It makes a detailed analysis of media content, based on specific examples (case studies).	[SU5] implementation of a problem task [SU8] observation of student's independent or team work
[DZiKSMU2_K02] He/she recognizes the importance of knowledge in solving cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own.	Able to work together in a group, in which everyone has a specific role, including leadership (coordinating).	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[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.	The student is able to recognize and responsibly address ethical dilemmas in corporate public relations activities and adhere to professional ethical standards.	[SK8] observation of student's independent or team work
[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	The student is able to communicate effectively with diverse audiences in corporate public relations activities, using various channels, communication formats, and technological tools.	[SU8] observation of student's independent or team work

Subject contents

1. The social objectives of public relations.

2. The role of PR in an organisation's communication system.

3. Organisation of the PR department's work within an organisation.

4. PR tasks and tools in an organisation.

5. Target audiences of an organisation's PR activities (stakeholder groups, objectives, preliminary research).

6. Building an organisation's image based on the Sustainable Development Goals (SDGs).

7. ESG reporting.

7. Principles of using AI in public relations (ethics and legal regulations).

Prerequisites and co-requisites

The student should have a basic understanding of PR mechanisms, definitions, and tools.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Individual assignments/tasks	51.0%	30.0%
Final assessment assignment	51.0%	40.0%
Active participation in classes	51.0%	30.0%

Recommended reading	Basic literature	A1. Using in the class 1. Wójcik K., *Public Relations: A Credible Dialogue with the Environment*, Placet Publishing House, Warsaw 2009. 2. Budzyński W., *Public Relations: Strategy and New Techniques for Image Building*, Poltext Publishing House, Warsaw 2008. 3. Czechowska-Derkacz B., *Press Officer and PR Specialist: Responsibilities and Role within an Organisation*, in: Beata Czechowska-Derkacz, Marek Zimnak (eds.), *Press Officer: Expectations and Opportunities. A Theoretical and Practical Perspective* , DIFIN Publishing House, 2015. A2. Independent Study 1. Bonek T., *Business on Facebook and Beyond: A Practical Guide to Social Media Promotion*, Wolters Kluwer Publishing House, Warsaw 2013. 2. Knecht Z., *Rational Public Relations: Building a PR Department, Tools and Case Studies*, C.H. Beck Publishing House, Warsaw 2005.
	Supplementary literature	1. Olędzki J., Tworzydło D. (eds.), *Public Relations: Social Significance and Directions of Development*, PWN Scientific Publishing House, Warsaw 2006. 2. Kamiński L., *Corporate Communication in Business: A Practical Guide*, Branta Publishing House, 2007. 3. Bussey C., *Public Relations: How to Generate Publicity on a Limited Budget*, Polish Economic Publishing House, Warsaw 2001
	eResources addresses	
Example issues/ example questions/ tasks being completed	• Establishing and describing the functioning of a PR department within an organisation: models and responsibilities. • Preparation and analysis of ESG reports.	
Work placement	Not applicable	

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