



**Field of study:**

## **Finance and Accounting**

**Subject: Public relations**

Level of study: graduate studies

System of study: Full-time

Profile of studies: general academic

Subject: Public relations

## **Form of classes and the ECTS points**

|          | Number of hours | ECTS points | Credit |
|----------|-----------------|-------------|--------|
| lectures | 30              |             | exam   |
| Total    | 30              | 6           |        |

## **Aims of teaching**

The main objectives of education are to show students certain features of public relations in historical, theoretical and practical aspects, to have professional training and use the professional language, that is referred to the practical skills of ethical problems in PR, and to understand the strategy of communication and goodwill in media

## Intended learning outcomes

| KNOWLEDGE          |                                                                                                                                                                                                                                              |                                                                              |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| SYMBOL             | DESCRIPTION                                                                                                                                                                                                                                  | REFERENCE TO THE PROFILE OUTCOME                                             |
| P_W1               | Student defines and calls the fundamental terms and idea of public relations, characterizes the activity and methods of PR in organizations, knows the specific of mass media, social media and new media and can use them in strategy of PR | FiR_WG01_Mgr<br>FiR_WG05_Mgr<br>FiR_WG19_Mgr<br>FiR_WK03_Mgr                 |
| SKILLS             |                                                                                                                                                                                                                                              |                                                                              |
| SYMBOL             | DESCRIPTION                                                                                                                                                                                                                                  | REFERENCE TO THE PROFILE OUTCOME                                             |
| P_U1               | Student analyzes the origins of PR, it's specific in several countries and compares connections with similar branches (journalism, marketing, public affairs, human relations, corporate identity, commercial promotion)                     | FiR_UW01_Mgr<br>FiR_UW02_Mgr<br>FiR_UK01_Mgr<br>FiR_UU01_Mgr                 |
| P_U2               | Student organizes and establishes criteria of the effective strategy of public relations and solves the crisis of organization                                                                                                               | FiR_UW01_Mgr<br>FiR_UW04_Mgr<br>FiR_UK01_Mgr<br>FiR_UU01_Mgr                 |
| SOCIAL COMPETENCES |                                                                                                                                                                                                                                              |                                                                              |
| SYMBOL             | DESCRIPTION                                                                                                                                                                                                                                  | REFERENCE TO THE PROFILE OUTCOME                                             |
| P_K1               | Student shows creativity in PR working in a team in places like, public institutions, private and non profit organizations                                                                                                                   | FiR_KK02_Mgr<br>FiR_KK03_Mgr<br>FiR_KO03_Mgr<br>FiR_KR02_Mgr<br>FiR_KK04_Mgr |
| P_K2               | Student discusses problems and cares about good communication and image of an organization                                                                                                                                                   | FiR_KK01_Mgr<br>FiR_KK03_Mgr<br>FiR_KO03_Mgr<br>FiR_KR02_Mgr                 |

## Course content

| NUMBER | DESCRIPTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | FORM OF CLASSES | NUMBER OF HOURS |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------|
| 1      | Definitions, objectives and tasks of public relations; how to find and choose the literature of PR in different branches of itself; conceptions and connections of PR (organisations and business, politics, media, psychology; journalism, propaganda, advertising etc.); the origins of PR (from public opinion to PR), public relations theories and the concepts of communications (mass communication theories); models of communication (Laswell, Shannon, Schramm, McLeod and Chaffee) and barriers in relationships; PR and planned communication; Corporate image, reputation and identity; media relations (old media, new media, social media); business-to-business public relations; crisis public relations management; ethics, professionalism and international regulation of PR; the role of public relations, international context of public relation (PR in the US, Great Britain, Germany and UE) | lectures        | 30 / 30         |

## Conditions of completion

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### LECTURES

#### TYPE OF CREDIT

#### CREDIT INFLUENCE (IN %)

Lack of definite importance.

## Teaching methods

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- multimedia presentations
- lectures with discussion

## Reading (compulsory)

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- Ralph Tench, Liz Yeomans. Exploring Public Relations 2017
- Alison Theaker. The Public Relations Handbook 2004

## Reading (additional)

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- Lack of literature

## Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

| SYMBOL                    | REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME                          | REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT | REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS |
|---------------------------|------------------------------------------------------------------------------|----------------------------------------------------|----------------------------------------------------------|
| <b>KNOWLEDGE</b>          |                                                                              |                                                    |                                                          |
| P_W1                      | FiR_WG01_Mgr<br>FiR_WG05_Mgr<br>FiR_WG19_Mgr<br>FiR_WK03_Mgr                 | 1                                                  |                                                          |
| SYMBOL                    | REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME                          | REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT | REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS |
| <b>SKILLS</b>             |                                                                              |                                                    |                                                          |
| P_U1                      | FiR_UW01_Mgr<br>FiR_UW02_Mgr<br>FiR_UK01_Mgr<br>FiR_UU01_Mgr                 | 1                                                  |                                                          |
| P_U2                      | FiR_UW01_Mgr<br>FiR_UW04_Mgr<br>FiR_UK01_Mgr<br>FiR_UU01_Mgr                 | 1                                                  |                                                          |
| SYMBOL                    | REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME                          | REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT | REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS |
| <b>SOCIAL COMPETENCES</b> |                                                                              |                                                    |                                                          |
| P_K1                      | FiR_KK02_Mgr<br>FiR_KK03_Mgr<br>FiR_KO03_Mgr<br>FiR_KR02_Mgr<br>FiR_KK04_Mgr | 1                                                  |                                                          |
| P_K2                      | FiR_KK01_Mgr<br>FiR_KK03_Mgr<br>FiR_KO03_Mgr<br>FiR_KR02_Mgr                 | 1                                                  |                                                          |