



**Field of study:**

## **Management**

**Subject: Public relations**

Level of study: undergraduate 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
consultations	35		without mark
own work	85		
Total	150	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	Zarz_WG01_Lic Zarz_WG05_Lic Zarz_WG06_Lic Zarz_WG10_Lic Zarz_WK01_Lic
P_W2	Students recognize the origins of PR, it's specific in the USA, Great Britain and Germany and connections with similar branches (journalism, public affairs, human relations, corporate identity)	Zarz_WG06_Lic Zarz_WG08_Lic Zarz_WG10_Lic Zarz_WK05_Lic
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)	Zarz_UW01_Lic Zarz_UW06_Lic Zarz_UW08_Lic Zarz_UW10_Lic Zarz_UK01_Lic Zarz_UU01_Lic
P_U2	Student organizes and establishes criteria of the effective strategy of public relations and solves the problems of crisis of organization	Zarz_UW02_Lic Zarz_UW08_Lic Zarz_UW10_Lic
P_U3	Student can build a good picture of organization	Zarz_UW02_Lic Zarz_UW10_Lic Zarz_UK01_Lic Zarz_UU01_Lic
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	Zarz_KK02_Lic Zarz_KO03_Lic Zarz_KO05_Lic Zarz_KR02_Lic

SOCIAL COMPETENCES		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K2	Student discusses problems and cares about good communication and image of an organization	Zarz_KK02_Lic Zarz_KO03_Lic Zarz_KR03_Lic
P_K3	potrafi zdobywać wiedzę z różnych dziedzin w procesie poszukiwania rozwiązań problemów związanych z wykonywanym zawodem w organizacjach społeczno-gospodarczych	

## 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 %)
Exam (for the lecturers only)	50
Class work	25
Project	25

## Teaching methods

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- lectures accompanied by an analysis of case studies
- multimedia presentations
- lectures with discussion

## Reading (compulsory)

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- Ralph Tench, Liz Yeomans . Exploring Public Relations 2006
- Alison Theaker. The Public Relations Handbook 2004

## Reading (additional)

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- AUTHOR REMOVED AT REQUEST OF ORIGINAL PUBLISHER]. Business Communication for Success Business Communication for Success (BCS)  
<http://open.lib.umn.edu/businesscommunication/>

## 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	Zarz_WG01_Lic Zarz_WG05_Lic Zarz_WG06_Lic Zarz_WG10_Lic Zarz_WK01_Lic	1	Active class participation Exam
P_W2	Zarz_WG06_Lic Zarz_WG08_Lic Zarz_WG10_Lic Zarz_WK05_Lic	1	Active class participation
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	Zarz_UW01_Lic Zarz_UW06_Lic Zarz_UW08_Lic Zarz_UW10_Lic Zarz_UK01_Lic Zarz_UU01_Lic	1	
P_U2	Zarz_UW02_Lic Zarz_UW08_Lic Zarz_UW10_Lic	1	Active class participation
P_U3	Zarz_UW02_Lic Zarz_UW10_Lic Zarz_UK01_Lic Zarz_UU01_Lic	1	Active class participation project
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	Zarz_KK02_Lic Zarz_KO03_Lic Zarz_KO05_Lic Zarz_KR02_Lic	1	
P_K2	Zarz_KK02_Lic Zarz_KO03_Lic Zarz_KR03_Lic	1	Active class participation project
P_K3		1	Active class participation project