



Field of study:

Management

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	Zarz_WG01_Mgr Zarz_WG05_Mgr Zarz_WG06_Mgr Zarz_WG10_Mgr Zarz_WK01_Mgr
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_Mgr Zarz_WG08_Mgr Zarz_WG10_Mgr Zarz_WK05_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)	Zarz_UW01_Mgr Zarz_UW06_Mgr Zarz_UW08_Mgr Zarz_UW10_Mgr Zarz_UK01_Mgr Zarz_UO02_Mgr Zarz_UU02_Mgr
P_U2	Student organizes and establishes criteria of the effective strategy of public relations and solves the problems of crisis of organization	Zarz_UW02_Mgr Zarz_UW08_Mgr Zarz_UW10_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	Zarz_KK02_Mgr Zarz_KO03_Mgr Zarz_KO05_Mgr Zarz_KR02_Mgr
P_K2	Student discusses problems and cares about good communication and image of an organization	Zarz_KK02_Mgr Zarz_KO03_Mgr Zarz_KR03_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 PR; 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 US, Great Britain, Germany and UE)	lectures	30 / 30

Conditions of completion

LECTURES

TYPE OF CREDIT

CREDIT INFLUENCE (IN %)

Lack of definite importance.

Teaching methods

- multimedia presentations
- lectures with discussion

Reading (compulsory)

- Liz Yeomans, Ralph Tench (ed.). Exploring Public Relation 2017
- Alison Theaker. The Public Relations Handbook 2016

Reading (additional)

- Robert L. Heath (ed.). Encyclopedia of Public Relations 2014

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
KNOWLEDGE			
P_W1	Zarz_WG01_Mgr Zarz_WG05_Mgr Zarz_WG06_Mgr Zarz_WG10_Mgr Zarz_WK01_Mgr	1	
P_W2	Zarz_WG06_Mgr Zarz_WG08_Mgr Zarz_WG10_Mgr Zarz_WK05_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
SKILLS			
P_U1	Zarz_UW01_Mgr Zarz_UW06_Mgr Zarz_UW08_Mgr Zarz_UW10_Mgr Zarz_UK01_Mgr Zarz_UO02_Mgr Zarz_UU02_Mgr	1	
P_U2	Zarz_UW02_Mgr Zarz_UW08_Mgr Zarz_UW10_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
SOCIAL COMPETENCES			
P_K1	Zarz_KK02_Mgr Zarz_KO03_Mgr Zarz_KO05_Mgr Zarz_KR02_Mgr	1	
P_K2	Zarz_KK02_Mgr Zarz_KO03_Mgr Zarz_KR03_Mgr	1	