



Field of study:

Management

Subject: Fundamentals of Public Relations

Level of study: graduate studies

System of study: Full-time

Profile of studies: general academic

Subject: Fundamentals of 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 purpose of the course is to familiarize students with the basic concepts of public relations. Students will learn about tools, methods and strategies of public relations. They will also be taught how to effectively use PR tools and how to communicate with the media.

Intended learning outcomes

KNOWLEDGE		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_W1	The student will be able to define and describe basic social communication and public relations tools.	Zarz_WG03_Mgr
P_W2	The student will be able to critically evaluate PR tools and strategies used in specific campaigns and make their comparisons.	Zarz_WG03_Mgr
P_W3	The student will know techniques of communication with the media and crisis communication.	Zarz_WG04_Mgr
SKILLS		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_U1	Students understand the rules of image creation and its purposes.	Zarz_UW01_Mgr Zarz_UW02_Mgr
P_U2	Students understand the importance of public relations for the overall effectiveness of the company/institution.	Zarz_UW02_Mgr Zarz_UK02_Mgr Zarz_UO02_Mgr
P_U3	Students are able to apply appropriate PR tools according to certain situations.	Zarz_UW08_Mgr Zarz_UW11_Mgr Zarz_UK02_Mgr
SOCIAL COMPETENCES		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K1	Students will become sensitive to the value of social communication, will be able to assess and express their opinion on accuracy and selection of PR tools.	Zarz_KO03_Mgr Zarz_KO05_Mgr Zarz_KO06_Mgr
P_K2	Students will be aware of the role of social communication and PR activities influencing the overall effectiveness of the institution.	Zarz_KO07_Mgr Zarz_KR02_Mgr

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	Scope and definition of public relations.	lectures	2 / 2
2	Purpose of social communication and PR activities.	lectures	2 / 2
3	Public relations strategies and methods; Image creation and its types.	lectures	6 / 6
4	Tools and techniques of PR.	lectures	4 / 4
5	E-PR, black PR - definition, tools and strategies.	lectures	3 / 3
6	Media relations - purposes, channels of communication, principles.	lectures	4 / 4
7	Press release, interview, press conference.	lectures	5 / 5
8	Communication in crisis situations.	lectures	4 / 4

Conditions of completion

LECTURES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	60
Class work	40

Teaching methods

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

Reading (compulsory)

- Anna Antczak-Barzan. Building effective customer relationships. Marketing and public relations activities and tools 2014
- D. L. Wilcox and G. T. Cameron. Public Relations: Strategies and Tactics 2011

Reading (additional)

- D. M. Scott. The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases 2011

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_WG03_Mgr	1 3 4 5 6	Exam
P_W2	Zarz_WG03_Mgr	1 3 4 5 6 7 8	Exam Discussion during lectures
P_W3	Zarz_WG04_Mgr	6	Exam Discussion during lectures
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_UW02_Mgr	3 5 6 7 8	Exam Discussion during lectures
P_U2	Zarz_UW02_Mgr Zarz_UK02_Mgr Zarz_UO02_Mgr	3 8	Exam Discussion during lectures
P_U3	Zarz_UW08_Mgr Zarz_UW11_Mgr Zarz_UK02_Mgr	4	Exam Discussion during lectures
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_KO03_Mgr Zarz_KO05_Mgr Zarz_KO06_Mgr	2 3 4 7 8	Discussion during lectures

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_K2	Zarz_KO07_Mgr Zarz_KR02_Mgr	1 2 3 5 6 7 8	Discussion during lectures Exam