

Subject card

Subject name and code	Public relation - e-learning, PG_00177405						
Field of study	Economics						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	part-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Andrzej Poszewiecki				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	20.0	0.0	0.0	0.0	0.0	20
	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	20		0.0		0.0	20
Subject objectives	The aim of the <i>Public Relations</i> course is to develop skills in building and maintaining a positive image of an organization through effective communication with various target audiences.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_W01] has an in-depth knowledge of the nature of social sciences and their place in the system of sciences; understands the differences between contemporary trends in economic thought; knows the claims of contemporary economic theories	The student has in-depth knowledge of contemporary economic thought and can relate it to communication strategies used in Public Relations.	[SW2] presentation/project/paper/report
	[EKONMU2_K01] recognises the importance of knowledge in the field of economics in the process of identifying and solving economic problems and of consulting experts when having difficulties in solving them independently	The student understands the importance of economic and communication knowledge in effective PR activities and is able to seek expert advice when encountering difficulties.	[SK2] presentation/project/paper/report
	[EKONMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	The student understands how PR influences consumer behavior and the role of communication in shaping culture and social structures.	[SW2] presentation/project/paper/report
	[EKONMU2_U05] uses (legal, professional, ethical) normative systems and can effectively solve complex economic and social problems using them	The student is able to apply legal, professional, and ethical standards in planning and implementing PR activities, considering their social impact.	[SU2] presentation/project/paper/report
Subject contents	Introduction Basic Concepts of Public Relations PR Campaigns Directed Internally and Externally Within the Organization Analysis of Selected PR Campaigns Characteristics of Effective PR Campaigns The Role of PR in Building Organizational Identity Organizing Special Events Media Relations Techniques: Press Conferences, Press Releases, Media Events Lobbying Basic Principles, Analysis of Selected Lobbying Campaigns Public Relations in Crisis Situations Principles and Case Studies Working on a PR Campaign Project Any questions or concerns related to the course and the topics discussed may be clarified by the student during consultations with the instructor.		
Prerequisites and co-requisites	Basic Marketing Knowledge.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project	51.0%	100.0%
Recommended reading	Basic literature	Fraser P. Seitel, The Practice of Public Relations (11th, 12th or 13th Edition), Pearson	
	Supplementary literature	Wojcik K., Public Relations. Wiarygodny dialog z otoczeniem, Placet, Październik 2005; Olędzki J., Tworzydło D., Public Relations. Znaczenie Społeczne i Kierunki Rozwoju, Wydawnictwo Naukowe PWN, Warszawa 2010 Poszewiecki A. Relationship between intellectual property and economic competitiveness, Zeszyty Naukowe / Akademia Morska w Szczecinie, 2019, nr 60 (132)	
	eResources addresses		
Example issues/ example questions/ tasks being completed	The final project in Public Relations may involve creating a comprehensive PR campaign for a chosen organization, brand, or event. Students analyze target audiences, define communication goals, select appropriate PR tools (such as media relations, event marketing, or social media activities), and develop a timeline and budget for the campaign. The project may also include sample press materials and a crisis communication strategy. The aim is to demonstrate planning skills and strategic thinking in the field of communication.		
Work placement	Not applicable		

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