

Subject card

Subject name and code	Public relations in the area of corporate communication, PG_00177949						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2024		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 Specialty subject group Subject group related to practical vocational preparation		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	3		ECTS credits		2.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Division of Visual Anthropology -> Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Beata Czechowska-Derkacz				
	Teachers		dr Beata Czechowska-Derkacz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		2.0		43.0	60
Subject objectives	The purpose of the course is to familiarize students with the place of PR in the communication system of an enterprise and the ways of organizing PR activities in an enterprise (organization of an in-house PR department and conducting PR activities through external agencies). To prepare for the formulation of a PR strategy in an enterprise and to recognize groups of recipients of PR activities. Preparation for conducting PR activities aligned with a PR strategy in the context of effectively creating a positive corporate image, also based on the goals of sustainable development (SDGs).						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_K03] He/she is able to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	Able to work in a creative team where everyone is assigned specific tasks.	[SK2] presentation/project/paper/report [SK3] text preparation/written work
	[DZiKSMU2_W05] He/she has an in-depth and structured knowledge of the operation of media institutions and social communication departments, and understands the goals and problems related to their functioning.	The student has in-depth knowledge of the operation of media institutions in Public Relations.	[SW2] presentation/project/paper/report [SW3] text preparation/written work
	[DZiKSMU2_U10] He/she is able to cooperate and work in a group, set and achieve common goals, assume various roles in the team, including managerial ones.	Able to work together in a group, in which everyone has a specific role, including leadership (coordinating).	[SU2] presentation/project/paper/report [SU3] text preparation/written work
	[DZiKSMU2_U04] He/she is able to independently identify and solve problems characteristic of media and media-related activities; select means and methods of work adequate to the proper performance of professional tasks.	It makes a detailed analysis of media content, based on specific examples (case studies).	[SU2] presentation/project/paper/report [SU3] text preparation/written work
Subject contents	1. Social objectives of public relation 2. The place of the PR department in the organisational structure of a company 3. Organisation of the PR departments work within a company 4. PR tasks and tools in a company 5. Target audiences of a companys PR activities (stakeholder groups, objectives, preliminary research) 6. PR activities and shaping a companys image based on the goals of sustainable development (SDGs) 7. ESG reporting and sustainable development issues		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Grading for credit work, studenci powinni rozumieć specyfikę komunikowania w reklamie, definiować reklamę jako pośredni aktu perswazji, dostrzegać jego formy, funkcje i zastosowane środki;.	51.0%	100.0%
Recommended reading	Basic literature	1. Wojcik K., Public relations. Wiarygodny dialog z otoczeniem, Wydawnictwo Placet, Warszawa 20092. 2. Budzyński W., Public Relations. Strategia i nowe techniki kreowania wizerunku, Wydawnictwo Poltext, Warszawa 20083. 3. Czechowska-Derkacz B., Rzecznik prasowy, specjalista ds. PR zadania i miejsce w organizacji w: Beata Czechowska-Derkacz, Marek Zimnak, Rzecznik prasowy - oczekiwania i możliwości. Perspektywa teoretyczna i praktyczna, DIFIN 2015 4. Bonek T., Biznes na Facebooku i nie tylko. Praktyczny poradnik o promocji w mediach społecznościowych, Wydawnictwo Wolters Kluwer, Warszawa 2013 5. Knecht Z., Racjonalne public relations. Budowa działu, instrumenty, studia przypadków, Wydawnictwo C.H. Beck, Warszawa 2005	
	Supplementary literature	1. Olędzki J., Tworzydło D. (red.), Public relations. Znaczenie społeczne i kierunki rozwoju, Wydawnictwo Naukowe PWN SA, Warszawa 2006 2. Kamiński L., Komunikacja korporacyjna w biznesie. Praktyczny poradnik, Wydawnictwo Branta 2007 3. Bussey C., Public relations, Jak zdobyć rozgłos bez dużych pieniędzy, Polskie Wydawnictwo Ekonomiczne S.A., Warszawa 201	
	eResources addresses		
Example issues/ example questions/ tasks being completed	-		
Work placement	Not applicable		