University of Gdańsk

Subject card

Subject name and code	Designing a PR campaign, PG_00152588		
Field of study	Journalism and Social Communication		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2026/2027
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	4	ECTS credits	2.0
Learning profile	practical	Assessment form	credit
Conducting unit			
Name and surname of lecturer (lecturers)	Subject supervisor	dr Aleksandra Żukowska	
	Teachers		

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	33.0	50

Subject objectives

Course objectives

1. To familiarize students with the principles and stages of designing public relations campaigns – from diagnosing a communication problem to evaluating the effects of communication activities.
2. To develop the ability to analyze a communication situation, define objectives, identify stakeholders and target audiences, and formulate key campaign messages.
3. To develop the ability to design a coherent communication strategy, including the selection of channels, tools and communication formats, a schedule, basic budget assumptions, and methods of measuring campaign effectiveness.
4. To prepare students for the collaborative development and presentation of a PR campaign project, taking into account contemporary technologies, professional ethics, and the responsible use of artificial intelligence tools.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[DZiKSMU2_U06] He/she is able to communicate efficiently using various channels, genres and methods, both with experts and other recipients, using advanced technological solutions.	The student is able to prepare and present a comprehensive PR campaign project using appropriate terminology, source analysis, and data supporting the diagnosis of the communication problem.	[SU2] presentation/project/paper/ report [SU8] observation of student's independent or team work
[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.	The student is prepared to responsibly carry out assigned tasks within a team PR campaign project, cooperate with others, and participate in project-related decision-making.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report
[DZiKSMU2_U07] He/she is able to prepare comprehensive oral, written and visual messages. He/ she uses terminology specialized for the discipline, based on independently found, analysed, assessed, and selected sources of information, taking into account the achievements of the sciences on social communication and media as well as other scientific disciplines.	The student is able to prepare and present a comprehensive PR campaign project using appropriate terminology, source analysis, and data supporting the diagnosis of the communication problem.	[SU5] implementation of a problem task [SU8] observation of student's independent or team work
[DZiKSMU2_W07] He/she has extended knowledge of the principles and methods of creating messages appropriate for the field of study. He/she is aware of the function and effectiveness of messages and the principles of professional ethics within the framework of the conducted activity.	The student has knowledge of the principles and stages of PR campaign design, the functions of different communication tools, methods of evaluating their effectiveness, and the ethical conditions of public relations practice.	[SW2] presentation/project/paper/ report [SW5] implementation of a problem task

Subject contents

Course content

1. Introduction to public relations campaign design. The role and functions of PR campaigns in the contemporary communication environment. Analysis of selected case studies.
2. Diagnosis of the communication situation: identification of the communication problem and challenge, analysis of the organization and its environment, use of secondary sources, research, and available data.
3. Formulating communication objectives and identifying stakeholders and target audiences. Distinguishing between organizational objectives, communication objectives, and expected campaign outcomes.
4. PR campaign strategy: insight, core idea, key messages, selection of communication channels, tools, and formats.
5. Designing communication activities in traditional and digital environments. Integration of different channels and audience touchpoints. Conscious and ethical use of contemporary technologies, including AI tools.
6. Campaign implementation planning: schedule, division of responsibilities, basic budget assumptions, risk management, and communication consistency.
7. Campaign monitoring and evaluation. Selection of indicators and methods for assessing effectiveness in relation to defined objectives.
8. Common mistakes in PR campaign design. Presentation, discussion, and critical analysis of student projects.

Prerequisites and co-requisites

<table>
<tr><td>Assessment methods and criteria</td><td colspan="2"><table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Passing grade</td><td>51.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td>Core reading:

1.
Tworzydło, D., Public Relations, PWN Scientific Publishers, Warsaw 2023.

2.
Waszkiewicz-Raviv, A., Visual PR: The Power of Images in Organizational Communication, University of Warsaw Press, Warsaw 2021.

3.
Szlis, I., Image: How to Measure and Improve It, CeDeWu, Warsaw 2020.

4.
Miotk, A., How the Internet Changed Public Relations, Słowa i Myśli, Lublin 2016.</td></tr>
<tr><td>Supplementary literature</td><td>Supplementary reading:

1.
Tworzydło, D., Organizational Communication in Crisis: Methods and Models of Risk Reduction, PWN Scientific Publishers, Warsaw 2022.

2.
Hartley, K., Crisis Communication, PWN Scientific Publishers, Warsaw 2020.

3.
Wójcik, K., Public Relations: Credible Dialogue with the Environment, Wolters Kluwer, Warsaw 2015.

4.
Budzyński, W., Public Relations: Image, Reputation, Identity, Poltext, Warsaw 2018.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">-</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
</table>

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