University of Gdańsk

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 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	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.	Adheres to ethical standards of public relations, performs assigned PR tasks in communication between an enterprise/institution and its environment responsibly and conscientiously, and initiates and conducts cooperation with stakeholders in order to build a positive image of the enterprise/ institution based on sustainable development goals.	[SK1] oral statement/conversation/ discussion [SK3] 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.	Cooperates within various teams in carrying out assigned public relations tasks in the communication environment of an enterprise/institution and is able to perform assigned tasks both as a team leader and as a team member.	[SU6] demonstration of practical skills [SU8] observation of student's independent or team 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.	Identifies and solves communication problems between an enterprise/institution and its environment, including media institutions; is able to use PR tools and the media to build and improve methods of external and internal communication.	[SU5] implementation of a problem task [SU6] demonstration of practical skills
[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 importance and role of communication between an enterprise/institution and its environment and is able to use this knowledge to develop communication strategies and carry out PR tasks based on the mission of the enterprise/ institution.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report

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

The student should have basic knowledge of the definitions, mechanisms, and tools of public relations (PR).

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Grades for assigned coursework completed as part of the course, and credits awarded for assigned tasks.	51.0%	100.0%

Recommended reading

Basic literature

1. Wojcik, K., *Public Relations. A Credible Dialogue with the Environment*, Placet Publishing House, Warsaw 2009.
2. Budzyński, W., *Public Relations. Strategy and New Techniques of Image Creation*, Poltext Publishing House, Warsaw 2008.
3. Czechowska-Derkacz, B., “Press Spokesperson and PR Specialist – Tasks and Position within an Organisation”, in: Beata Czechowska-Derkacz, Marek Zimnak, *Press Spokesperson – Expectations and Possibilities. A Theoretical and Practical Perspective*, DIFIN, 2015.
4. Bonek, T., *Business on Facebook and Beyond. A Practical Guide to Promotion in Social Media*, Wolters Kluwer Publishing House, Warsaw 2013.
5. Knecht, Z., *Rational Public Relations. Building a Department, Tools, Case Studies*, C.H. Beck Publishing House, Warsaw 2005.

	Supplementary literature	1. Olędzki, J., Tworzydło, D. (eds.), *Public Relations. Social Significance and Directions of Development*, PWN Scientific Publishing House, Warsaw 2006. 2. Kamiński, L., *Corporate Communication in Business. A Practical Guide*, Branta Publishing House, 2007. 3. Bussey, C., *Public Relations: How to Gain Publicity without Spending a Lot of Money*, Polish Economic Publishing House, Warsaw 2001.
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. Development and description of a model for the functioning of a PR department and its tasks within an enterprise/institution, based on selected examples. 2. Development and description of a communication strategy for a selected enterprise/institution. 3. Preparation of an ESG report for a selected enterprise/institution. 4. Analysis of ESG reports (selected examples).	
Work placement	Not applicable	

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