

Subject card

Subject name and code	Public Affairs, PG_00178807						
Field of study	Management						
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 Subject group related to scientific research in the field of study	
Mode of study	part-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			Polish	
Semester of study	4		ECTS credits			7.0	
Learning profile	academic		Assessment form			credit	
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Wioleta Dryl				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	0.0	32.0	0.0	0.0	40
	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	40		2.0		133.0	175
Subject objectives	To provide students with advanced knowledge and develop their skills in planning and implementing strategic communication and relationship-building activities between an organization and entities in its institutional and public environment, with particular emphasis on relationship marketing tools, stakeholder communication, and reputation management in the context of public policy.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZMU2_W07] The student possess a comprehensive understanding of legal regulations and ethical norms, including those related to intellectual property protection, which are essential for business decision-making.	The student has knowledge and understanding of key legal, institutional, and ethical regulations concerning the functioning of organizations in their relations with the public environment, including the principles of lobbying, transparency of public life, and intellectual property protection in the context of communication and strategic decision-making.	[SW4] test/exam - oral or written
	[ZARZMU2_K02] The student is ready to perform professional roles responsibly, observe and develop the principles of professional ethics and act to comply with them, as well as to care for the development of achievements and maintain the ethos and tradition of professions related to management.	The student demonstrates a sense of professional and ethical responsibility in activities at the intersection of the organization and the public interest, promotes transparency and institutional communication standards, and identifies and critically evaluates practices that violate ethical principles in the field of Public Affairs.	[SK2] presentation/project/paper/report
	[ZARZMU2_U05] The student can identify and correctly apply legal, professional, and ethical standards in business decision-making.	The student is able to analyze organizational decision-making situations in the context of legal regulations, ethical and professional standards, and apply relevant laws and operational standards when developing recommendations concerning relationships with public stakeholders.	[SU2] presentation/project/paper/report
	[ZARZMU2_W03] The student possesses a deep understanding of the relationship between the organization and its stakeholders. They are also aware of the complex phenomena and processes that occur in the organization's environment, including their variability and impact on the organization's functioning.	The student has knowledge and understanding of the conditions under which organizations operate within regulatory, social, and political environments, and is able to identify the main forms of relationships between organizations and institutional stakeholders, including mechanisms of influence and communication with the public sphere.	[SW4] test/exam - oral or written

Subject contents	Lecture:		
	• The essence, concept, and key components of Public Affairs		
	• The importance of proper stakeholder identification and prioritization		
	• Selected tools used in stakeholder analysis (MISI, Stakeholder Matrix, etc.)		
	• The significance and tools of marketing communication in the context of Public Affairs		
	• Basic concepts and paradigms of public management		
	• Selected aspects of the legislative process (regulatory impact assessment, CBA analysis)		
	• Lobbying essence and tools		
	• Utilitarianism vs. deontology in shaping organizational relations with the public environment		
	Laboratory:		
• Analysis of the activities of a given entity (organization) in the context of shaping Public Affairs policies			
• Identification and prioritization of organizational stakeholders (and/or those related to the analyzed project)			
• Identification of potential issues in stakeholder relations			
• Development of a social costbenefit analysis for the selected research problem			
• Formulation of objectives and assumptions for Public Affairs activities, including success metrics (KPIs)			
• Development of a brief for a marketing communication plan with stakeholders			
Prerequisites and co-requisites	Basic knowledge in the field of management acquired during first-cycle (Bachelors) studies.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Completion of a final assignment – presentation/project/paper/report	51.0%	50.0%
	Test	51.0%	50.0%
Recommended reading	Basic literature	Eskerod P., Lund Jepsen A., Project Stakeholder Management, Fundamentals of Project Management, Gower Publishing Limited, UK 2013	
		Stuart Thomson, Steven A. John, Public Affairs in Practice. A Practical Guide to Lobbying, Kogan Page Ltd, 2006	
		Handbook of Public Affairs, by Phil Harris, Craig S. Fleisher , SAGE Publications Ltd, 2005	
		Szczuka G. Model systemu komunikacji marketingowej jednostek samorządu terytorialnego, Wydział Zarządzania UG, Sopot 2023	

	Supplementary literature	Bęben R., Marcinkowski T, Papis O., Analiza interesariuszy w projektach budowy morskich farm wiatrowych, Zarządzanie i Finanse, Tom 12, nr 3/1/2014 Morawska J., Mrozowska S. Młynkowiak-Stawarz A., Bęben R. Kozłowski A., The Missing Helix Thread in Innovation Ecosystems: A study of Co-opetition, Co-evolution and Co-specialization between University and Civil Society, IEEE Transactions on Engineering Management, 2024 Zioła-Kowalczyk E., Analiza interesariuszy firmy zasady metodyczne I studium przypadku, Rynek-Społeczeństwo-Kultura, nr 2(23)/2017 Wytyczne do przeprowadzania oceny wpływu oraz konsultacji publicznych w ramach rządowego procesu legislacyjnego, Ministerstwo Gospodarki we współpracy z Kancelarią Prezesa Rady Ministrów (link do dokumentu poniżej).
	eResources addresses	
Example issues/ example questions/ tasks being completed	Development of a stakeholder management concept for a selected group opposing the implementation of the analyzed project Development of a communication plan for selected stakeholder groups Preparation of a CBA (CostBenefit Analysis) for the selected project (or as part of a regulatory impact assessment) Mapping and prioritization of stakeholders for the indicated project or organization	
Work placement	Not applicable	

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