

Subject card

Subject name and code	Public relation - e-learning, PG_00177405						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		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				
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
	[MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market	The student can apply Public Relations knowledge to solve complex communication challenges faced by enterprises operating in international markets, particularly within the European Union.	[SU2] presentation/project/paper/report
	[MSGMU2_W09] has an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	The student has in-depth knowledge of the communication aspects of enterprise operations in domestic and international markets and understands the consequences of PR decisions for business development and stakeholder relations.	[SW1] oral statement/conversation/discussion
	[MSGMU2_K08] prepares responsibly for his/her work; is able to set priorities and to plan work appropriately considering changing social needs	The student responsibly plans PR activities, sets priorities, and adapts communication strategies to evolving social and market needs.	[SK2] presentation/project/paper/report
	[MSGMU2_W14] has an in-depth knowledge of the human being as an individual making economic decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market	The student has in-depth knowledge of the individual as an economic decision-maker and communication participant within organizational structures, with particular focus on the international context of PR activities.	[SW2] 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 doubts related to the lecture topics and questions regarding the course material are addressed during consultation hours. Participation in consultations enables the clarification of substantive issues and deepens the understanding of subject-related concepts.		
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	
	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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