University of Gdańsk

Subject card

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| Subject name and code | Diploma seminar II, PG_00179685 | | |
| Field of study | Journalism and Social Communication | | |
| Date of commencement of studies | October 2024 | Academic year of realisation of subject | 2026/2027 |
| Education level | Bachelor's studies | Subject group | Obligatory subject group in the field of study<br>Subject group related to practical vocational preparation |
| Mode of study | full-time studies | Mode of delivery | at the university |
| Year of study | 3 | Language of instruction | Polish |
| Semester of study | 5 | ECTS credits | 4.0 |
| Learning profile | practical | Assessment form | credit |
| Conducting unit | Division of Journalism and Media -> 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 | | |

| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
|---|---|---|---|---|---|---|---|
| | Number of study hours | 0.0 | 0.0 | 0.0 | 0.0 | 45.0 | 45 |
| | 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 | 45 | 0.0 | 0.0 | 45 |

| Subject objectives |
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| 1. Deepening knowledge and skills in project management<br>2. Planning project activities<br>3. Applying a selected project methodology in practice – preparing project documentation<br>4. Deepening knowledge and skills in preparing the theoretical, descriptive part of the project, with particular emphasis on conducting project research |

## Learning outcomes

| Course outcome | Subject outcome | Method of verification |
|---|---|---|
| [DZiKSL3_U09] He/she is able to plan and organise work individually and in a team, cooperate, also with people representing other fields of knowledge and scientific disciplines. | Is able to plan the implementation of a media project, including establishing a team and organizing its work, as well as planning individual tasks, from the project topic through its implementation and evaluation. Is able to cooperate in the implementation of the project with specialists in management, economics, environmental protection, and other experts related to the subject matter of the project. | [SU2] presentation/project/paper/ report |
| [DZiKSL3_W01] Student has knowledge of the social, cultural and historical determinants of social and media communication and the resulting regularities important from the point of view of media studies. He/she knows the application of this knowledge in professional activities related to the field of study. | Has knowledge of methods of communication with the external environment, including the media, and knows how to apply this knowledge in practice when planning and managing a project. | [SW2] presentation/project/paper/ report<br>[SW3] text preparation/written work |
| [DZiKSL3_U10] He/she is able to undertake autonomous actions aimed at developing abilities and managing his/her own career. | Is able to plan their professional career in the media industry, including the PR sectors. | [SU8] observation of student's independent or team work |
| [DZiKSL3_K03] He/she is willing to take active measures for the benefit of the public interest, the local environment and individual social groups. | Recognizes the need to cooperate with both the immediate and wider environment during the planning and implementation of a project, and pays attention to environmental conditions and the SDGs. | [SK6] demonstration of practical skills<br>[SK8] observation of student's independent or team work |
| [DZiKSL3_K02] He/she uses the acquired knowledge to solve cognitive and practical problems. He/she is ready to consult experts in case of difficulties in solving the problem on his/her own. | Solves problems related to the process of planning and implementing projects in the field of social communication and media, including PR projects, and is able to reach external experts and make use of their opinions. | [SK5] implementation of a problem task<br>[SK8] observation of student's independent or team work |
| [DZiKSL3_W03] He/she knows the economic, legal and other conditions of media activity, and also has knowledge of the normative acts regulating the functioning of the media system, including the principles of industrial property protection and copyright. He/she defines phenomena correctly, understanding their causes. | Has knowledge of the basic provisions of laws and other legal acts concerning the functioning of the media, including the principles of intellectual and industrial property protection, as well as copyright law. Has knowledge of the specific nature of media operations, their diversity, and their social role. Understands phenomena related to social communication and the media, including mediatization, fake news, post-truth, denialism, and infodemic. | [SW1] oral statement/ conversation/discussion |

## Subject contents

1. Project management standards, including scope, time, cost, quality, human resources, communication, risk, and stakeholder engagement management.
2. Schedule of activities for the implementation of a project in the field of journalism, media, and social communication, devoted, for example, to communication, the history of media and journalism, PR, advertising, or media anthropology.
3. Refinement and supplementation of the theoretical, descriptive part of the project related to its subject matter.
4. Implementation of the practical part of the project, for example, a radio or film reportage, a series of interviews, media profiles, or a PR strategy.
5. Environmental conditions for project implementation: the SDGs, cooperation with various social groups and stakeholders.
6. Preparation for project implementation and evaluation.

## Prerequisites and co-requisites

Knowledge and skills in preparing media content, conducting communication activities, and applying quantitative and qualitative research methodologies.

<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>The total number of points/grades awarded for the completion of assigned tasks during the semester, both individual and team-based, in particular for refining and supplementing the descriptive part of the project, as well as for engagement and active participation in classes and involvement in additional initiatives and meetings</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>1. Pietras P., Szczepańczyk A., Klimek M. et al., Project Management, CedeWu, Warsaw 2023.<br>2. A Guide to the Project Management Body of Knowledge, Sixth Edition, PMI, USA 2017, English edition optional.<br>3. Kopczewski M., The Alphabet of Project Management, Gliwice 2015.<br>4. Wojcik K., Credible Dialogue with the Environment, Placet Publishing House, Warsaw 2009.<br>5. Budzyński W., Public Relations: Strategy and New Techniques of Image Creation, Poltext Publishing House, Warsaw 2008.<br>6. Białek M., Polish Radio Reportage: Selected Issues, Scriptorium Scientific Publishing House, Poznań–Opole 2010.</td></tr>
<tr><td>Supplementary literature</td><td>1. Hickel J., Less Is More: How Degrowth Will Save the World, Karakter Publishing House, Warsaw 2021.<br>2. Klimczak K., Radio Reportages on Harm and Suffering, Primum Verbum Publishing House, Łódź 2011.<br>3. Walczak R., Fundamentals of Project Management: Methods and Examples, Warsaw 2014.<br>4. Pawlak M., Project Management, Warsaw 2018.<br>5. Barker S., Rob C., Project Management: What a Good Project Manager Knows, Does, and Says, Warsaw 2010.<br>6. Dostatni E., Gierulski W., Roszkowski H., Wirkus M., Project Management, Warsaw 2013.</td></tr>
<tr><td>eResources addresses</td><td>Supplementary<br>http://www.sybena.pl - A continuously updated compendium of knowledge on project management.<br>http://ProjectManagementInstitute - It contains up-to-date knowledge on project management and practical guidance for carrying out projects.</td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="2">1. Completion of work on the theoretical, descriptive part of the project.<br>2. Completion of work on the project documentation, excluding promotion and evaluation.<br>3. Implementation of the practical part of the project: a reportage, a series of interviews, an MR or PR strategy, a film portrait, educational material, and others.<br>4. Presentation of work progress during the seminar.</td></tr>
<tr><td>Work placement</td><td colspan="2">Not applicable</td></tr>
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