University of Gdańsk

Subject card

Subject name and code	Diploma seminar III, PG_00179693		
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 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	6	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
1. Professionalization of project management activities, including the summary of project documentation. 2. Implementation of the practical part of the project: reportages, interviews, PR and MR strategies, social and educational campaigns, and others. 3. Implementation of project activities: the stages of promotion, implementation, and evaluation. 4. Conducting project activities in accordance with the principles of sustainable development.

<table>
<tr><td>Learning outcomes</td><td>
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<tr><th>Course outcome</th><th>Subject outcome</th><th>Method of verification</th></tr>
<tr><td>[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.</td><td>Subject-specific: Has knowledge of the basic legal acts related to the media and PR industry, including the Act on Access to Public Information, the Press Law Act, and the Copyright and Related Rights Act; understands phenomena related to social communication and the media, and knows how to apply this knowledge in practice.</td><td>[SW1] oral statement/ conversation/discussion
[SW2] presentation/project/paper/ report</td></tr>
<tr><td>[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.</td><td>Is able to plan the implementation of PR, MR, journalistic, and social projects; is able to manage their own time as well as the time of a team of employees/co-workers; organises both teamwork and individual work; applies knowledge and experience in social communication to project management, including cooperation with experts and specialists from relevant fields and sectors.</td><td>[SU2] presentation/project/paper/ report
[SU6] demonstration of practical skills</td></tr>
<tr><td>[DZiKSL3_U10] He/she is able to undertake autonomous actions aimed at developing abilities and managing his/her own career.</td><td>Is able to plan their professional career in the media industry, including the PR sector.</td><td>[SU8] observation of student's independent or team work</td></tr>
<tr><td>[DZiKSL3_K03] He/she is willing to take active measures for the benefit of the public interest, the local environment and individual social groups.</td><td>Recognises the needs and expectations of the immediate environment during the implementation of projects/ strategies, incorporates the ideas of sustainable development into their activities, engages in social initiatives and campaigns, and in the field of social communication gives priority to the well-being of the audience over other considerations.</td><td>[SK3] text preparation/written work
[SK6] demonstration of practical skills</td></tr>
<tr><td>[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.</td><td>Solves problems related to the process of planning and implementing a project in the field of social communication and media, including PR projects, establishes contacts with experts, and is able to cooperate with them.</td><td>[SK2] presentation/project/paper/ report
[SK6] demonstration of practical skills</td></tr>
<tr><td>[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.</td><td>Has knowledge of strategies and methods of social communication and applies this knowledge in the implementation of media, MR, and PR projects.</td><td>[SW2] presentation/project/paper/ report
[SW3] text preparation/written work</td></tr>
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<tr><td>Subject contents</td><td>1. Adapting project management standards, including scope, time, cost, quality, human resources, communication, risk, and stakeholder engagement management, to the needs of one’s own project.
2. 2. The practical part of the project: reportages, interviews, PR and MR strategies, social and educational campaigns, and others – implementation tools and empathy toward the audience.
3. Promotion, implementation, and evaluation of the project – planning and carrying out the final stages.
4. Environmental conditions for project implementation: the SDGs, cooperation with various social groups and stakeholders.</td></tr>
<tr><td>Prerequisites and co-requisites</td><td>Basic knowledge and skills in project management, including implementation, promotion, and evaluation, as well as in the production of media materials, such as reportages, interviews, and PR or MR strategies.</td></tr>
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Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	The total number of points/grades awarded for the completion of assigned tasks during the semester, both individual and team-based; for writing the complete theoretical, descriptive part of the project, including all stages together with implementation and evaluation; for implementing the practical part of the project, such as reportages, interviews, PR and MR strategies, social and educational campaigns, and others; as well as for the promotion, implementation, and evaluation of the project.	51.0%	100.0%

Recommended reading		
	Basic literature	1. *Modern Project Management*, edited by M. Trocki, Warsaw 2013. 2. Kisielnicki J., *Project Management*, Wolters Kluwer Business, Warsaw 2011. 3. Olędzki J., Tworzydło D. (eds.), *Public Relations: Social Significance and Directions of Development*, Wydawnictwo Naukowe PWN SA, Warsaw 2006. 4. Hofman I., Kępa-Figura D. (eds.), *The Media Image of the World*, vol. 1: Theoretical Issues, Maria Curie-Skłodowska University Press, Lublin 2015. 5. Hofman I., Kępa-Figura D. (eds.), *The Media Image of the World*, vol. 2: Case Studies, Maria Curie-Skłodowska University Press, Lublin 2015. 6. Klein N., Stefoff R., *How to Change Everything: The Young Human's Guide to Protecting the Planet and Each Other*, Muza Publishing House, Warsaw 2022.
	Supplementary literature	1. Kopczewski M., *The ABC of Project Management*, Gliwice 2015. 2. Lock D., *Fundamentals of Project Management*, Polskie Wydawnictwo Ekonomiczne, Warsaw 2009. 3. Zakrzewski Damian, *The Media Image of the World and the Means Used to Create It*, "Człowiek w Kulturze" 2005, no. 25, pp. 357–379. 4. Pleszkun-Olejniczakowa E., *The Cultural Message of Radio*, in: Radio and Society, edited by Grażyna Stachyra and Elżbieta Pawlak-Hejno, Maria Curie-Skłodowska University Press, Lublin 2011, pp. 225–242. 5. Zakrzewska B., *Sustainable Development and Quality of Life*, "Autobusy – Technika Eksploatacja Systemy Transportowe", 22(4), pp. 38–41; DOI: 10.24136/atest.2019.113.
	eResources addresses	Supplementary https://www.gov.pl/web/rozwoj-technologia/cele-zrownowazonego-rozwoju - Website of the Government of the Republic of Poland: contains information that is updated on an ongoing basis regarding Poland's implementation of the Sustainable Development Goals, including current programmes and projects. http://www.mfiles.pl - Encyclopedia of Management: contains key terms and definitions

Example issues/ example questions/ tasks being completed	
	1. Presentation of achievements to date in the implementation of the practical work 2. Project implementation: promotion and organisation of the premiere of the media material 3. Project evaluation 4. Presentation of the project through available communication channels, including UG media

Work placement	
	Not applicable

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