

Subject card

Subject name and code	Public Relations Workshops, PG_00133625						
Field of study	Polish Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Specialty subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Literary Theory and Art Criticism -> Institute of Polish Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		prof. dr hab. Izabela Kępk				
	Teachers						
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		11.0		24.0	50
Subject objectives	The subject is devoted to basic practical issues related to the work of a press officer in public institutions/ companies. The aim of the course will be to familiarise the student with the place and role of PR in social communication, the relationship between PR and marketing and advertising, the relationship between PR and the media and the issue of brand creation.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[FPMU2_K06] He consciously fulfills and develops his own professional competence in literary and linguistics studies, becoming ready for the changing reality.		Student consciously develops his own competences related to the PR specialisation, in the field of literary studies and linguistics, becoming ready for a changing reality.		[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK6] demonstration of practical skills		
	[FPMU2_K04] He takes responsibility for his own academic work and that of the co-created team.		Student accepts responsibility for his own and his team's research work.		[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task [SK6] demonstration of practical skills		
	[FPMU2_U08] Has in-depth literary and linguistic skills and linguistic competence to undertake work related to the chosen specialty.		Students will: has in-depth literary and linguistic skills and linguistic competence to enable them to undertake work related to their PR specialisation.		[SU2] presentation/project/paper/report [SU6] demonstration of practical skills		
	[FPMU2_W10] Has a structured and in-depth knowledge of literary and linguistic studies in the field of the chosen specialty.		Student: has a structured and in-depth knowledge of literary and linguistic studies in the field of PR specialisation.		[SW2] presentation/project/paper/report [SW5] implementation of a problem task		

Subject contents	The detailed programme of classes is determined by the lecturer at the beginning of the semester.Main issues: the importance of PR in the operation of a public institution/company (its tool and functions); PR campaigns (goals and principles, evaluation of results); image and brand identity; media relations (characteristics of a press officer, the principle of creating a media release, organisation and conduct of press conferences); new technologies and PR (using the Internet for communication campaigns); crisis management (PR in crisis situations), organisation of events and social campaigns.		
Prerequisites and co-requisites	Ability to analyse and interpret cultural texts, knowledge of cultural knowledge and contemporary humanist thought.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in class exercises, systematic preparation in oral form of the issues indicated by the teacher - 30% completion of a credit work on the issues indicated by the teacher - 70%.	90.0%	30.0%
	completion of a credit assignment on a topic indicated by the instructor	51.0%	70.0%
Recommended reading	Basic literature	W. Budzyński, Public relations: strategia i nowe techniki kreowania wizerunku, Warszawa, 2008. D. Doliński, Psychologiczne mechanizmy reklamy, Gdańsk 2003. T. Goban- Klas, Public relations czyli promocja reputacji. Pojęcie, definicje, uwarunkowania, Warszawa 1997. D. Maison, P. Wasilewski Piotr, Propaganda dobrych serc czyli rzecz o reklamie społecznej, Warszawa 1998. L. Pokrzycka, Promocja i public relations w społeczeństwie informacyjnym: studia przypadków, Lublin, 2011. - Public relations. Znaczenie społeczne i kierunki rozwoju, red. J. Olędzki, D. Tworzydło, Warszawa 2007. P. Seitel Fraser, Public relations w praktyce, Warszawa 2003. B. Sobkowiak, Public relations jako forma komunikowania masowego, w: Studia z teorii komunikowania masowego, Wrocław 1999.	
	Supplementary literature	A. Czarnecki, R. Korsak, Planowanie mediów, Warszawa 2001. A. Davis, Wszystko co powinienś wiedzieć o PR, Poznań 2008. W. Jabłoński, Kreowanie informacji. Media relations, Warszawa 2006. D. McQuail, Teoria komunikowania masowego, Warszawa 2007. E. Pluta, Public relations - moda czy konieczność? : teoria i praktyka, Warszawa 2001. U. Podraza, Kryzysowe public relations, Difin, Warszawa 2009. A. Ries, L. Ries, Upadek reklamy i wzlot public relations, Warszawa 2004. A. Szromnik, Marketing terytorialny, Kraków 2007.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

Document generated electronically. Does not require a seal or signature.