

Subject card

Subject name and code	Work Placement VI (Work Placement), PG_00206587						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2028/2029		
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			5.0		
Learning profile	practical	Assessment form			credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Dominik Chomik				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	120.0	0.0	0.0	0.0	120
	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	120		0.0		5.0	125
Subject objectives	<p>The purpose of the students professional internship is to gain experience in professional activity within an institution (unit) chosen by the student, whose operation is related to mass media, social and mass communication, as well as public relations, marketing, and advertising;</p> <p>One element of the internship is the students independent search for a place where the internship will be completed (this is not obligatory), and participation, together with the internship supervisor (the person supervising the trainee on site), in determining the course of the internship;</p> <p>Using, during the professional internship, the knowledge, skills, and competences acquired in the course of previous studies.</p>						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_W04] He/she has advanced knowledge of the goals, organization, and functioning of enterprises as well as media and cultural institutions, and of the fundamental principles of creating and developing various forms of entrepreneurship in the field of media and social communication.	Has knowledge of the basic mechanisms governing human communities.	[SW5] implementation of a problem task
	[DZiKSL3_W01] Student has advanced 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 the practical application of the social and cultural determinants of social and media communication.	[SW5] implementation of a problem task
	[DZiKSL3_K01] Student is sensitive to any signs of manipulation of the recipient, understanding the threats resulting from this phenomenon and is able to critically evaluate the received content.	Is sensitive to manifestations of manipulation and avoids using it themselves.	[SK7] entries and opinions in the internship diary
	[DZiKSL3_U10] He/she is able to undertake autonomous actions aimed at developing abilities and managing his/her own career.	Is able to manage their own development within the designated scope by independently searching for and selecting internship placements.	[SU7] entries and opinions in the internship diary
[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 cooperate in the performance of assigned tasks.	[SU7] entries and opinions in the internship diary	
Subject contents	Determined individually depending on the type of tasks and the nature of the institution where the internship is carried out.		
Prerequisites and co-requisites	<p>Before the internship starts:</p> <ol style="list-style-type: none"> 1. If the institution where the internship is to be carried out outside the University of Gdańsk has not signed an agreement with UG concerning internships, a standard agreement must be signed between the institution and UG. 2. Obtaining a referral from the Rectors representative (when required). The data needed to issue the referral are: the name and place of the internship, and the internship completion period. 3. Providing the internship coordinator with the data necessary for the students insurance (full name, student ID number, employers name and address, internship period). 		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	The final assessment is carried out by the internship coordinator on the basis of a complete Internship Logbook.	51.0%	100.0%
Recommended reading	Basic literature	N/A	
	Supplementary literature	N/A	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>Collect material for a vox pop on a given topic.</p> <p>Write a text for the city office website.</p> <p>Prepare multimedia material about an event in which the company takes part.</p>		
Work placement	Not applicable		

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