

Subject card

Subject name and code	Public relations, PG_00206728						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2026/2027	
Education level	Master's studies		Subject group			Obligatory subject group in the field of study Optional subject group	
Mode of study	part-time studies		Mode of delivery			e-learning	
Year of study	1		Language of instruction			Polish	
Semester of study	1		ECTS credits			3.0	
Learning profile	academic		Assessment form			credit	
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	0.0	20.0	0.0	0.0	0.0	20
	E-learning hours included: 20.0						
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		4.0		51.0	75
Subject objectives	The aim of the course is to introduce students to the basic principles, tools and conditions of public relations activities in organisations. Students learn how to plan stakeholder communication, build an organisation's image, respond to crisis situations, and conduct communication activities in accordance with ethics, social responsibility and cultural diversity.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_U08] can communicate in an international and culturally diverse environment, using advanced terminology of international economic relations; supports his/her position, doubts and suggestions with argumentation based on selected theories, opinions of various authors and/or statistical data	The student is able to prepare and justify communication messages adapted to an international and culturally diverse environment, using appropriate terminology and data.	[SU2] presentation/project/paper/report
	[MSGMU2_W10] has a systematized knowledge of the legal, cultural and financial conditions related to business operations, in particular those of an international nature	The student knows the basic legal, cultural and organisational conditions of public relations activities in business, also in an international context.	[SW2] presentation/project/paper/report
	[MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer	The student demonstrates readiness to conduct organisational communication in a professional and responsible manner, taking into account professional ethics, social responsibility and cultural diversity.	[SK2] presentation/project/paper/report
	[EKONMU2_W03] has a knowledge of relations between economic phenomena, entities and organisations as well as public institutions functioning in the national, international and intercultural spheres	The student knows and understands the relationships between an organisation, the media, stakeholders, public institutions and the social environment in public relations activities at national and international levels.	[SW2] presentation/project/paper/report
	[EKONMU2_U05] uses (legal, professional, ethical) normative systems and can effectively solve complex economic and social problems using them	The student is able to apply selected legal, professional and ethical standards in planning and evaluating public relations activities, including crisis situations and stakeholder communication.	[SU2] presentation/project/paper/report
	[EKONMU2_K06] is ready to observe and develop in his/her professional life principles of business ethics and corporate social responsibility, respect others, be loyal to their employer, taking into account changing social needs.	The student demonstrates readiness to conduct public relations activities in accordance with business ethics, social responsibility and respect for different stakeholder groups.	[SK2] presentation/project/paper/report
Subject contents	• The nature, functions and tools of public relations in an organisation. • Organisational stakeholders and principles of communication planning. • Media relations, internal communication and digital communication. • Building an organisation's image and reputation. • Crisis communication, PR ethics and corporate social responsibility.		
Prerequisites and co-requisites	Basic knowledge of management, marketing and the functioning of organisations in the social and economic environment. Teamwork skills, the ability to formulate written and oral statements, and basic familiarity with traditional and digital media are recommended.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project	51.0%	100.0%
Recommended reading	Basic literature	• Wojcik K., <i>Public relations. Wiarygodny dialog z otoczeniem</i>, Wolters Kluwer. • Black S., <i>Public relations</i>, Oficyna Ekonomiczna.	

	Supplementary literature	• Seitel F.P., <i>Public relations w praktyce</i>, Felberg SJA. • Grunig J.E., Hunt T., <i>Managing Public Relations</i>, Wadsworth.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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