

Subject card

Subject name and code	Work Placement II, PG_00207624						
Field of study	Journalism and Social Communication						
Date of commencement of studies	October 2026		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	1		Language of instruction		Polish By mutual agreement between the student and the institution where the internship is carried out, some of the tasks may be performed in English.		
Semester of study	2		ECTS credits		5.0		
Learning profile	practical		Assessment form		credit		
Conducting unit	Institute of Media, Journalism and Social Communication -> Faculty of Social Sciences -> Rector						
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	The aim of the course is to enable students to gain and progressively develop practical experience by carrying out tasks related to media and social communication, both in external organisations and as part of university-based teams, projects and other forms of practical activity. The course enables students to apply the knowledge, skills and social competences acquired during their studies, become familiar with the principles of work organisation, develop their ability to cooperate with others, and build professional independence and responsibility.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSL3_U10] He/she is able to undertake autonomous actions aimed at developing abilities and managing his/her own career.	Can set personal development goals arising from experience gained during the placement and select appropriate ways of achieving them.	[SU7] entries and opinions in the internship diary
	[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 prepared to critically analyse content used or produced while carrying out tasks and to avoid solutions that may manipulate the audience.	[SK7] 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.	Can independently plan and organise their own work within the assigned tasks and coordinate its progress with others.	[SU7] entries and opinions in the internship diary
	[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.	Understands the influence of social, cultural and historical determinants on the form, content and reception of communication activities undertaken during the placement.	[SW5] implementation of a problem task
	[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.	Knows the structure, distribution of roles and basic processes characteristic of the organisation, team or project within which the placement is undertaken, and understands their impact on the tasks performed.	[SW5] implementation of a problem task
Subject contents	Determined individually according to the nature of the tasks and the type of institution in which the apprenticeship is undertaken.		
Prerequisites and co-requisites	Before commencing the apprenticeship: 1. If an external host organisation does not have an agreement with the University of Gdańsk concerning the provision of apprenticeships, a standard agreement between the organisation and the University must be signed. 2. A referral letter must be obtained from the Rector's Representative for submission to the employer. The following information is required to issue the referral: the name and location of the host organisation and the apprenticeship period. 3. The apprenticeship coordinator must be provided with the information required to arrange student insurance: the student's full name, student record number, the employer's name and address, and the apprenticeship period.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	The overall assessment is based on the complete Apprenticeship Logbook.	51.0%	100.0%
Recommended reading	Basic literature	n/a	
	Supplementary literature	n/a	
	eResources addresses		
Example issues/ example questions/ tasks being completed	1. Prepare informational or promotional content concerning the activities, offer, event or project of a selected organisation. 2. Gather material for an opinion poll, a short interview or another form of opinion research on a specified topic, and then select information useful for preparing a publication. 3. Prepare a written, audio, visual or multimedia item for use in one of the organisation's communication channels. 4. Adapt existing material for a different audience, format or communication channel while preserving its primary purpose and informational consistency.		
Work placement	Not applicable		