

Subject card

Subject name and code	Work Placement I, PG_00207627						
Field of study	Journalism and Social Communication						
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 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	1		ECTS credits		4.0		
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	90.0	0.0	0.0	0.0	90
	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	90		0.0		10.0	100
Subject objectives	The aim of the course is to deepen and integrate students' professional competences through the independent and responsible performance of 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 their knowledge and skills in professional contexts, identify and solve problems, assess the consequences of their actions, develop their ability to cooperate with others and coordinate activities, and consciously shape their own professional development.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[DZiKSMU2_U04] He/she is able to independently identify and solve problems characteristic of media and media-related activities; select means and methods of work adequate to the proper performance of professional tasks.	Can identify problems arising in the performance of professional tasks and select appropriate tools and methods for solving them.	[SU7] entries and opinions in the internship diary
	[DZiKSMU2_U11] He/she has the ability to independently acquire knowledge and undertake activities aimed at developing and managing his/her own professional career.	Can identify their own development needs emerging during the placement and independently acquire the knowledge required to perform assigned tasks.	[SU7] entries and opinions in the internship diary
	[DZiKSMU2_W07] He/she has knowledge of the principles and methods of creating messages appropriate for the field of study. He/she is aware of the function and effectiveness of messages and the principles of professional ethics within the framework of the conducted activity.	Knows the principles and methods of creating messages used during the placement and understands their functions, the determinants of their effectiveness, and the limitations arising from professional ethics.	[SW5] implementation of a problem task
	[DZiKSMU2_U01] The student is able to select sources correctly and use research methods appropriate for the research workshop of a communicator and media expert, as well as effectively select information in order to solve a task formulated by themselves or others.	Can select sources and methods of obtaining and analysing information appropriate to the professional task being performed and critically select the material collected.	[SU7] entries and opinions in the internship diary
	[DZiKSMU2_K05] He/she correctly identifies and responsibly resolves professional and social dilemmas, maintains the work ethos, observes and develops the ethics of the profession.	Is prepared to recognise professional and social dilemmas arising during the placement and to act in accordance with the principles of professional ethics.	[SK7] entries and opinions in the internship diary
	[DZiKSMU2_U05] He/she has the ability to integrate knowledge in the field of social communication and media, as well as its application in professional situations and assess the risk and possible consequences of undertaken professional activities.	Can apply knowledge of social communication and media in the performance of professional tasks and identify the associated risks and possible consequences.	[SU7] entries and opinions in the internship diary
	[DZiKSMU2_U10] He/she is able to cooperate and work in a group, set and achieve common goals, assume various roles in the team, including managerial ones.	Can cooperate within a team, participate in setting shared goals, and assume roles appropriate to the nature of the tasks and the assigned scope of responsibility.	[SU7] entries and opinions in the internship diary
	[DZiKSMU2_K03] He/she is ready to responsibly perform the entrusted tasks, fulfils his/her teamwork obligations, initiates and conducts cooperation with the social environment.	Is prepared to perform assigned tasks responsibly, fulfil team arrangements, and cooperate with persons and organisations relevant to the activities undertaken.	[SK7] entries and opinions in the internship diary
	[DZiKSMU2_W05] He/she has well-structured knowledge of the fundamental principles of creating and developing various forms of entrepreneurship in the field of media and social communication, as well as of the functioning of media institutions and social communication departments, and understands the goals and challenges associated with their operation.	Knows the objectives, organisational principles and mode of operation of the organisation, team or project within which the placement is undertaken, and understands the basic problems associated with its activities and development.	[SW5] implementation of a problem task
	[DZiKSMU2_W04] He/she has structured knowledge of the economic, legal, cultural and ethical determinants of professional activity related to the field of study, including the principles of protection of industrial property and copyright.	Knows and understands the economic, legal, cultural and ethical determinants of activities carried out during the placement, including the principles of industrial property protection and copyright.	[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. Formulate a problem related to the task being performed, select appropriate sources and methods of obtaining information, and then present conclusions useful for further work. 2. Prepare a message that responds to a specific communication need, consciously selecting its format, channel and method of adaptation to the audience. 3. Independently complete a defined part of a project and agree on its course and outcome with the other participants. 4. Identify legal, ethical or social risks associated with the task being performed and propose a way of reducing them.		
Work placement	Not applicable		

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