

**DESCRIPTION OF THE COURSE OF STUDY
FOR EXCHANGE STUDENTS**

Kod przedmiotu	0413.3ZARZ2.D9.PUR	
Name of the course in	English	Public Relations Public relations
	Polish	

1. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of studies	Management
1.2. Form of studies	Full Time / Part Time
1.3. Level of studies	II degree (Master Degree)
1.4. Profile of studies	Academic
1.5. Person responsible for the card	Joanna Łabędzka, PhD
1.6. Kontakt	joanna.labedzka@ujk.edu.pl

2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language	English, Polish
2.2. Prerequisites	-

3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

3.1. Form of classes	Lecture, practical classes	
3.2. Place of classes	Lecture and practical classes at University	
3.3. Form of assessment	Lecture: exam, practical classes: graded credit	
3.4. Didactic methods	Lecture, discussion, exercises, individual work, teamwork.	
3.5. Literature	Basic	1. Tworzydło D. (2016). Ołędzki J., Public relations. Znaczenie społeczne i kierunki rozwoju, PWN, Warszawa. 2. Bronowicz M. (2016). Komunikacja Wizerunkowa. Public Relations. Reklama. Branding, Warszawa.
	Additional	1. Tworzydło D. (2017). Public relations praktycznie, NEWSLINE, Rzeszów. 2. Miotk A. (2016). Nowy PR. Jak Internet Zmienił Public Relations, Słowa i Myśli, Warszawa. 3. Theaker A. (2020). The Public Relations Handbook, Routledge..

4. OBJECTIVES, SYLLABUS CONTENT

<p>4.1. Subject objectives</p> <p>Lecture: C1. Knowledge - Know Learning the differences between PR, propaganda, advertising; acquiring knowledge that will allow the student to start cooperation with PR agencies or to independently conduct such activity in a company or public institution C2. Skills - Developing an objective opinion about the organization's communication activities and using these skills in scientific research. C3. Social competences - Conscious self-presentation and its use in creating professional relationships</p> <p>Practical classes: C1. Knowledge – Gaining knowledge about the importance and functions performed by PR specialists. C2. Skills – Ability to conduct research in the area of Public Relations C3. Social competences - Sensitivity to the social nature of Public Relations activities in the organization.</p>
<p>4.2. Detailed syllabus</p> <p>Lecture: 1. Self-presentation and its elements. 2. Styles of self-presentation. 3. Self image and the image of the organization. 4. What is PR? FP5 in social communication. 6. Psychological foundations of PR. 7. Contacts with the media. 8. Participation in social life. 9. Advertising. 10. Structure of the message. 11. Branding.</p>

12. Measuring the effectiveness of PR activities.
13. Responsibility in PR activities.
14. PR - practical implications..

Practical classes:

1. Styles of self-presentation.
2. Self image and the image of the organization.
3. Advertising.
4. Structure of the message.
5. Branding.
6. Measuring the effectiveness of PR activities.

4.3. Subjects' learning outcomes

LO	A student who has passed a subject	Reference to directional learning outcomes
In terms of KNOWLEDGE:		
W01	knows the techniques of shaping the image of a company and an institution..	ZARZ2A_W18
W02	has specialist knowledge about the tasks and forms of conducting PR activities for enterprises and institutions.	ZARZ2A_W17
in terms of SKILLS:		
U01	has skills that allow him to start cooperation with PR agencies or independently run such activities in the organization.	ZARZ2A_U04
U02	is able to develop basic documents necessary for the strategic management of the organization, such as the company's mission and a plan for preventing and solving crisis situations.	ZARZ2A_U05
U03	can organize work in the PR department, take care of efficient internal communication of the institution, use Media Relations tools..	ZARZ2A_U09
In terms of SOCIAL COMPETENCES:		
K01	is involved in formulating the organization's strategy for participation in public discourse..	ZARZ2A_K01
K02	is able to ensure good relations with all stakeholders of the organization and representatives of local government and state institutions	ZARZ2A_K02

Ways of verifying the achievement of the learning outcomes in question

Learning outcome	Way of verifying (+/-)																	
	Written exam			Project			Test			Presentation			Activity during classes			Team work		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	e-learning	W	C	...	W	C	...	W	C	...	W	C	...	W	C	...
W01	+							+										
W02	+							+										
U01	+							+										
U02	+							+										
U03	+							+										
K01	+							+										
K02	+							+										

4.5. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Grade	Assessment criteria
Lecture	3	The student gained basic knowledge, skills and social competences verified by a written exam. Passed the written exam at the level of 50-60% of the maximum possible number of points
	3,5	The student gained basic knowledge, skills and social competences verified by a written exam. Passed the written exam at the level of 61-70% of the maximum possible number of points
	4	The student gained basic knowledge, skills and social competences verified by a written exam. Passed the written exam at the level of 71-80% of the maximum possible number of points
	4,5	The student gained basic knowledge, skills and social competences verified by a written exam. Passed the written exam at the level of 81-90% of the maximum possible number of points

	5	The student gained basic knowledge, skills and social competences verified by a written exam. Passed the written exam at the level of 91-100% of the maximum possible number of points
Practical classes	3	The student gained basic knowledge, skills and social competences verified by colloquium. He passed the test at the level of 50-60% of the maximum number of points possible to get.
	3,5	The student gained basic knowledge, skills and social competences verified by colloquium. He passed the test at the level of 61-70% of the maximum number of points possible to get.
	4	The student gained basic knowledge, skills and social competences verified by colloquium. He passed the test at the level of 71-80% of the maximum number of points possible to get.
	4,5	The student gained basic knowledge, skills and social competences verified by colloquium. He passed the test at the level of 81-90% of the maximum number of points possible to get.
	5	The student gained basic knowledge, skills and social competences verified by colloquium. He passed the test at the level of 91-100% of the maximum number of points possible to get.

4. ECTS POINTS BALANCE - STUDENT WORKLOAD

Category	Student workload	
	Full time studies*	Part time studies*
<i>NUMBER OF HOURS IMPLEMENTED WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/</i>	49	25
<i>Participation in lectures</i>	30	10
<i>Participation in practical classes</i>	15	10
<i>Participation in written test and test</i>	2	2
<i>Consulancy</i>	2	2
<i>STUDENT'S INDEPENDENT WORK /NON-CONTACT HOURS/</i>	26	50
<i>Preparation to the lecture</i>	3	5
<i>Preparation of the practical classes</i>	3	5
<i>Preparation to the exam / test</i>	20	40
TOTAL HOURS	75	75
ECTS Credits	3	3