



MODULE DESCRIPTION

Module code	full-time studies:	Z-ZIP1-E-702c
	part-time studies:	Z-ZIPN1-E-702c
Module name	Public Relations	
Module name in Polish	Public relations	
Valid from academic year	2023/2024	

MODULE PLACEMENT IN THE SYLLABUS

Field of study	MANAGEMENT AND PRODUCTION ENGINEERING
Level of education	1st degree
Studies profile	General
Form and method of conducting classes	Full-time and Part-time
Specialisation	All
Unit conducting the module	Department of Management and Organization
Module co-ordinator	Agnieszka Piotrowska-Piątek, PhD, DSc Joanna Radowicz, Phd
Approved by:	Dariusz Bojczuk, PhD, DSc

MODULE OVERVIEW

Type of subject / group of subjects	Major
Module status	Non-compulsory
Language of conducting classes	English
Module placement in the syllabus - semester	Semester VII
Initial requirements	Fundamentals of Marketing
Examination (YES/NO)	NO
Number of ECTS credit points	1

Method of conducting classes		Lecture	Classes	Laboratory	Project	Other
Per semester	full-time studies:	15				
	part-time studies:	9				

TEACHING RESULTS AND THE METHODS OF ASSESSING TEACHING RESULTS

Category	Symbol	Learning outcomes	Assignations to the directional learning outcomes
Knowledge	W01	A student learns the basic concepts related to PR; knows PR tools and their properties.	ZIP1_W13
	W02	A student knows the rules of using and creating PR tools; knows the importance of public speaking.	ZIP1_W13
	W03	A student learns the most important areas of possible functions in PR in the organization.	ZIP1_W13
Skills	U01	A student is able to use theoretical knowledge to multi-criteria assessment of the professionalism of the above-mentioned behavior, with reference to individual optimization principles, including hierarchies of issues that should be of interest to the media and public opinion.	ZIP1_U01
	U02	A student is able to independently develop a general image PR program.	ZIP1_U06
	U03	A student is able to try to construct own speech.	ZIP1_U04
Social competences	K01	A student is aware of the impact of the environment on the conditions of the organization's functioning; understands the importance of the impact of image / reputation / reputation on the resulting and social efficiency of the organization - not only business ones.	ZIP1_K03 ZIP1_K05
	K02	A student is ready to develop a project of professional / optimal behavior of an organization at risk of crisis.	ZIP1_K04
	K03	A student is aware that the starting point for undertaking public relations activities is the quality of the activity in question, the need to apply the principles of: truth, reliability and openness in information, and treat the environment as partners; his practical attitude is expressed by the conviction that ethics is an element of professionalism in PR.	ZIP1_K03

TEACHING CONTENTS

Method of conducting classes	Teaching contents
Lecture	<p>Basic notions, features and functions of PR.</p> <p>Image as the basic goal of public relations activities.</p> <p>PR instruments in the area of internal and external communication.</p> <p>Cooperation with the media as a branch of PR.</p> <p>PR tools on the Internet.</p> <p>Designing PR activities.</p> <p>Crisis PR.</p>

METHODS OF ASSESSING TEACHING RESULTS

Symbol	Methods of checking the learning outcomes <i>(select X)</i>					
	Oral exam	Written exam	Test	Project	Statement	Other
W01						X
W02						X
W03						X
U01						X
U02						X
U03						X
K01						X
K02						X
K03						X

FORM AND CONDITIONS OF PASSING

Form of classes	Form of credit	Passing conditions
Lecture	Credit with grade	Obtaining at least a satisfactory grade from a written thesis on the topic assigned by the lecturer

STUDENT WORKLOAD

Balance of ECTS points												
No.	Type of student's activity	Student's workload										Unit
		full-time					part-time					
		Lc	C	Lb	P	O	Lc	C	Lb	P	O	
1.	Participation in the activities	15					9					h
2.	Other (consultation, exam)	2					2					h
3.	Number of hours of a student's as- sisted work	17					11					h
4.	Number of ECTS credit points which are allocated for assisted work	0,7					0,4					ECTS
5.	Number of hours of a student's un- assisted work	8					14					h
6.	Number of ECTS credit points which a student receives for unassisted work	0,3					0,6					ECTS
7.	Work input connected with practical classes	0					0					h
8.	Number of ECTS credit points which a student receives for practical classes	0,0					0,0					ECTS
9.	Total number of hours of a stu- dent's work	25					25					h
10.	Punkty ECTS za modul <i>1 ECTS=25 hours</i>	1										ECTS

LITERATURE

1. Curry Jansen, S. (2017), *Stealth communications: the spectacular rise of public relations*, Cambridge: Polity Press.
2. Meerman, S. D. (2017), *The new rules of marketing and PR: how to use social media, blogs, news releases, online video & viral marketing to reach buyers directly*. Hoboken, NJ: John Wiley & Sons.
3. Theaker, A. (2016), *The Public Relations Handbook*, London: Routledge.