Kielce University of Technology

FACULTY OF MANAGEMENT AND COMPUTER MODELLING

COURSE SPECIFICATION

Course code	full-time studies	**Z-ZB-E-604a**
	part-time studies	**-**
Course title in English	**Public relations**	
Course title in Polish	**Public relations**	
Valid from academic year	**2025/2026**	

PLACEMENT IN THE TEACHING PROGRAM

Programme of study	**BUSINESS MANAGAMENT**
Level of education	**1ˢᵗ degree**
Studies profile	**academic**
Form and mode of study	**full-time programme**
Scope	**all**
Academic unit responsible for the course	**Department of Management and Organization**
Course coordinator	**mgr Karolina Cybulska**
Approved by	**dr hab. inż. Dariusz Bojczuk, prof. uczelni**

GENERAL CHARACTERISTIC OF THE COURSE

Teaching block	**Directional subject**	
Course status	**Elective**	
Language of instruction	**English**	
Semester of delivery	full-time studies	**Semester VI**
	part-time-studies	**-**
Prerequisites	**Organization and management, Marketing**	
Exam (YES/NO)	**NO**	
ECTS	**2**	

Method of conducting classes		lecture	classes	laboratory	project	other
Number of hours per semester	full-time	**15**	**15**			
	part-time					

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LEARNING OUTCOMES

Category	Outcome code	Course learning outcomes	Reference to the directional learning effect
Knowledge	W01	The student knows the evolution and concepts of PR.	ZB1_W01 ZB1_W02
	W02	The student has knowledge of PR methods and tools used to achieve business goals, knows the role of PR in the organization's communication system with the environment.	ZB1_W07 ZB1_W10
	W03	The student has knowledge of planning PR campaigns, knows the principles of building a PR strategy.	ZB1_W07 ZB1_W10
Skills	U01	The student is able to plan and effectively use PR tools in the scope of work related to promotion, the image of the organization, brand, virtual sales using social media SEO_PR, blogs and other modern forms of virtual communication. The student is able to use communication tools in crisis management in the organization.	ZB1_U01 ZB1_U02 ZB1_U10
	U02	The student is able to plan and effectively use PR tools in the scope of work related to promotion, the image of the organization, brand, virtual sales using social media SEO_PR, blogs and other modern forms of virtual communication. The student is able to use communication tools in crisis management in the organization.	ZB1_U05 ZB1_U08
	U03	The student knows research methods and is able to interpret their results in relation to the effectiveness of the PR tools used in achieving business goals.	ZB1_U13
Social competences	K01	The student uses effective communication methods within the organization and in business relations. He is able to present and defend his own views while respecting different positions. He is able to build and takes care of the professional image of the organization using PR as a tool to support the marketing strategy and create the company's identity. He takes care of contacts with the press, radio and television.	ZB1_K03 ZB1_K05 ZB1_K08
	K02	The student is able to think and act in an entrepreneurial manner using knowledge of PR, acting to achieve business goals, has regard for the company's environment, social and environmental needs.	ZB1_K04
	K03	The student seeks the most beneficial solutions in crisis situations, conflict situations, change. Is able to work under stress, risk, uncertainty, build a message and communicate in a way appropriate to the situation, aimed at achieving specific results.	ZB1_K03 ZB1_K05 ZB1_K08

COURSE CONTENT

Method of conducting classes	Course content
lecture	Defining PR. The roots of PR. The role and place of PR in an organization. PR in business management – goals and tools. Brand image management. PR strategy and campaign in business. Effective communication with the external and internal environment of an organization. Selection of communication channels. Modern forms of communication. Media relations. Crisis management. Measurement and evaluation of the effectiveness of conducted activities. Directions of development of PR/lobbying, CSR, international PR, lobbying, social media, green PR, event PR.
classes	Crisis situations – case study. Comparison of company actions in analogous situations. Analysis of strategy and effects – conclusions. Big Idea in brand communication. Building a crisis exit and communication strategy. Selection of communication channels – developing messages for selected channels. Press conference in a crisis situation – workshops. Communication on the Internet – review of solutions. Development of a PR campaign for a brand/organization.

METHODS FOR VERIFYING LEARNING OUTCOMES

Outcome code	Learning outcomes verification methods					
	Oral examination	Written examination	Test	Project	Report	Other
W01			X			
W02			X			
W03			X			
U01						X
U02						X
U03						X
K01						X
K02						X
K03						X

FORM AND CONDITIONS OF ASSESSMENT

Form of classes	Assessment type	Assessment Criteria
lecture	Credit with grade	Obtaining at least 50% of possible points in the semester colloquium
classes	Credit with grade	Active participation in workshops during classes. Preparing a strategy in a crisis situation – group work. Developing a PR campaign for a brand/organization – individual work – written form

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STUDENT WORKLOAD

No.	Activity type	Student workload full-time					Unit
		W	C	L	P	S	
1.	Scheduled contact hours	15	15				h
2.	Other (consultations, exams)	2	2				h
3.	**Total number of contact hours**	**34**					h
4.	**Number of ECTS credits for contact hours**	**1,4**					ECTS
5.	**Number of hours of independent student work**	**16**					h
6.	**Number of ECTS points that a student obtains through independent work**	**0,6**					ECTS
7.	**Workload related to practical classes**	**25**					h
8.	**Number of ECTS credit points which a student receives for practical classes**	**1,0**					ECTS
9.	**Total number of hours of a student's work**	**50**					
10.	**ECTS credits for the course** *1 1 ECTS credit =25 student learning hours*	**2**					ECTS

ECTS Balance

W - LECTURE   C – CLASSES   L – LABORATORY   P- PROJECT   S – SEMINAR

READING LIST

1. Anthony D.., (2007), *Public Relations,* PWN
2. Owen Hughes, (2017)*Public Management and Administration,* Bloomsbury Publishing
3. Tench R., Waddington S. (2020), *Exploring Public Relations and Management Communication*, Pearson Education Limited
4. Seitel Fraser., (2016), *Practice of Public Relations*, Pearson Education Limited