

**A COURSE SYLLABUS – DOCTORAL SCHOOL
REGARDING THE QUALIFICATION CYCLE FROM 2021 TO 2025**

GENERAL INFORMATION ABOUT COURSE				
Course title	Management of the image of scientists and science institutions			
Name of the unit running the course	Doctoral School at University of Rzeszów			
Type of course (<i>obligatory, optional</i>)	Obligatory course			
Year and semester of studies	2022/2023; semester III			
Discipline	interdisciplinary			
Language of Course	polish			
Name of Course coordinator	dr hab. Grzegorz Hajduk, prof. UR			
Name of Course lecturer	dr hab. Grzegorz Hajduk, prof. UR			
Prerequisites	Basics of knowledge in the field of social communication and marketing, knowledge about general principles of the organization's functioning and the basic rules of social relations building.			
BRIEF DESCRIPTION OF COURSE (100-200 words)				
<p>The aim of the course is to prepare the doctoral student for effective relationship building and creating an image in the scientific community based on the use of innovative methods and public relations tools. The course covers the principles of creating an image and building relationships with the environment, as well as specific tools that a scientist can use when building personal brand in the scientific community. An important effect of the classes will also be preparing the content which could be used by the doctoral student in his public relations activities.</p>				
COURSE LEARNING OUTCOMES AND METHODS OF EVALUATING LEARNING OUTCOMES				
Learning outcome	The description of the learning outcome defined for the course	Relation to the degree programme outcomes (symbol)	Learning Format (Lectures, classes,...)	Method of assessment of learning outcomes (e.g. test, oral exam, written exam, project,...)
Knowledge (no.)	(Knows and understands)			
1	world achievements, covering theoretical foundations as well as general issues and selected specific issues - appropriate to a scientific or artistic discipline	P8S_WG/1	W	Assessment of activity during classes, observation during classes
2	the main development trends of the scientific or artistic disciplines in which the education takes place	P8S_WG/2	W	Assessment of activity during classes, observation during classes
Skills (no.)	(Able to)			
1	Use knowledge from various fields of science or art for creative identification and innovative solving of complex problems or performing research tasks, in particular: - define the purpose and subject	P8S_UW/1	Ćw	Assessment of tasks performed during classes, observation during classes

	of research, formulate a research hypothesis, - develop methods, techniques and research tools and use them creatively, - make conclusions on the basis of scientific research			
2	Disseminate the results of scientific activity, also in popular forms	P8S_UW/2	Ćw	Assessment of tasks performed during classes, observation during classes
3	Communicate on specialist topics to a degree enabling active participation in the international scientific environment	P8S_UK/1	Ćw	Assessment of tasks performed during classes, observation during classes
4	Disseminate the results of scientific activity, also in popular forms	P8S_UK/3	Ćw	Assessment of tasks performed during classes, observation during classes
5	Initiate a debate	P8S_UK/4	Ćw	Assessment of tasks performed during classes, observation during classes
6	Participate in the scientific discourse	P8S_UK/5	Ćw	Assessment of tasks performed during classes, observation during classes
Social competence (no.)	(Ready to)			
1	Critical evaluation of the achievements within a given scientific or artistic discipline	P8S_KK/1	Ćw	Assessment of tasks performed during classes, observation during classes
2	Recognizing the importance of knowledge in solving cognitive and practical problems	P8S_KK/3	Ćw	Assessment of tasks performed during classes, observation during classes
3	Initiating activities for the public interest	P8S_KO/2	Ćw	Assessment of tasks performed during classes, observation

						during classes
LEARNING FORMAT – NUMBER OF HOURS						
Semester (no.)	Lectures	Seminars	Lab classes	Internships	others	ECTS
III	5	10	—	—	—	0
METHODS OF INSTRUCTION						
Lecture with multimedia presentation, individual work (solving tasks, discussion), case study solving, distance learning methods.						
COURSE CONTENT						
<p>Lectures/ Seminars:</p> <ol style="list-style-type: none"> 1. Identity, image and reputation of science 2. Public relations of scientific institutions and scientists <p>Seminars / Lab classes/ others:</p> <ol style="list-style-type: none"> 1. The personal brand of a scientist and the rules of its creating 2. The use of social media in creating the image of a scientist 3. Websites and blogs as an image creation tool 4. Monitoring and measuring the effects of image-building activities 						
COURSE ASSESSMENT CRITERIA						
<p>Passing the lectures: attendance and active participation in over than 50% of the classes. Passing exercises: 70% is the mark for completing the tasks, 30% is the mark for being active during classes. Points obtained for tasks are converted into percentages corresponding to the grades:</p> <p>up to 50% - 2,0 51% - 60% - 3,0 61% - 70% - 3,5 71% - 80% - 4,0 81% - 90% - 4,5 91% - 100% - 5,0</p>						
TOTAL PhD STUDENT WORKLOAD REQUIRED TO ACHIEVE THE INTENDED LEARNING OUTCOMES – NUMBER OF HOURS AND ECTS CREDITS						
Activity			Number of hours			
Scheduled course contact hours			15			
Other contact hours involving the teacher (consultation hours, examinations)			2			
Non-contact hours – student`s own work (preparation for classes or examinations, project, etc.)			13			
Total number of hours			30			
Total number of ECTS credits			0			
INSTRUCTIONAL MATERIALS						
Compulsory	1. Wojcik K., Public relations, wiarygodny dialog z otoczeniem, Wolters Kluwer, Warszawa 2021.					

literature:	2. Osica N., Niedzicki W., Sztuka promocji nauki. Praktyczny poradnik dla naukowców, Ośrodek Przetwarzania Informacji - Państwowy Instytut Badawczy, Warszawa 2017.
Complementary literature:	1. Hajduk G., Zarządzanie komunikacją marketingową. Integracja, nowe media, outsourcing, Poltext, Warszawa 2019.

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Date and signature of the Course lecturer

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Approved by the Head of the Department or an authorised person