

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027 ACADEMIC YEAR 2026/2027

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Public Relations
Course/Module code *	P8
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelor's degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 3, semester 6
Course type	primary
Language of instruction	English
Coordinator	dr Jarosław Kinal
Course instructor	dr Jarosław Kinal

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	ECTS credits
6	15							2

1.2. Course delivery methods

- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)

- pass with a grade

2. PREREQUISITES

Basic knowledge of marketing communication.

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	To familiarise the student with basic definitions of Public Relations, typologies and methods of creating messages in PR
O2	Familiarising the student with public relations techniques
O3	To familiarise the student with the methodology of documentation in PR

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	The student has knowledge of the mechanisms of public relations and the creation and management of a PR campaign	K_Wo3, K_Wo8
LO_02	The student has the skills to create both single elements of a PR promotion and a comprehensive public relations campaign	KU_04
LO_03	The student is able to confront his/her ideas and ideas in the context of the group and act ethically in his/her actions	K_Ko4, K_Ko6

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline
Introduction to Public Relations: The role and importance of PR in today's organisations.
Planning and strategy in PR: How to develop an effective communications plan.
PR tools and tactics: An overview of traditional and digital PR tools.
Crisis management: Techniques for dealing with communication crises
Ethics and law in PR: Basic ethical and legal principles for PR practices.
Media Relations: Building and maintaining media relations.
Corporate communication: Internal and external communication in corporations.
PR in social media: Strategies and challenges of social media presence.

B. Classes, laboratories, seminars, practical classes

Content outline

3.4. Methods of Instruction

Problem-based lecture, lecture with multimedia presentation

e.g. *Lecture: a problem-solving lecture/a lecture supported by a multimedia presentation/ distance learning*

Classes: text analysis and discussion/project work (research project, implementation project, practical project)/ group work (problem solving, case study, discussion)/didactic games/ distance learning

Laboratory classes: designing and conducting experiments

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO-01	<i>PRACTICAL PROJECT</i>	LECTURE
LO-02	<i>PRACTICAL PROJECT</i>	LECTURE
LO-03	<i>OBSERVATION DURING CLASSES</i>	LECTURE

4.2 Course assessment criteria

To pass the course, students must prepare and present a PR campaign for a chosen brand. Both advertising campaigns and social campaigns are acceptable.

The components of the grade are:

- Substantive accuracy: 25%
- Technical accuracy: 25%
- Analytical methods: 25%
- Aesthetics of execution and presentation: 25%

Grading scale:

60-68% - 3.0

69-76% - 3.5

77-84% - 4.0

85-92% - 4.5

93-100% - 5.0

**5. Total student workload needed to achieve the intended learning outcomes
– number of hours and ECTS credits**

Activity	Number of hours
Course hours	15
Other contact hours involving the teacher (consultation hours, examinations)	5
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	32
Total number of hours	50
Total number of ECTS credits	2

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

<p>Compulsory literature: Grunig, J. E., & Hunt, T. (1984). <i>Managing Public Relations</i>. Holt, Rinehart, and Winston. L'Etang, J., & Pieczka, M. (Eds.). (2006). <i>Public Relations: Critical Debates and Contemporary Practice</i>. Lawrence Erlbaum Associates. Smith, R. D. (2013). <i>Strategic Planning for Public Relations</i>. Routledge</p>
<p>Complementary literature: Coombs, W. T., & Holladay, S. J. (2012). <i>Managing Corporate Social Responsibility: A Communication Approach</i>. Wiley-Blackwell. Heath, R. L. (Ed.). (2010). <i>The SAGE Handbook of Public Relations</i>. SAGE Publications, Inc. Doorley, J., & Garcia, H. F. (2020). <i>Reputation Management: the Key to Successful Public Relations and Corporate Communication</i>. Routledge.</p>

Approved by the Head of the Department or an authorised person