**SYLABUS**

**Year of Study** 2021-2023

* 1. Course Description – General Information

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| COURSE NAME | Public Relations |
| COURSE CODE | E/IIE/C-1.2b |
| COLLEGE | College of Social Sciences |
| INSTITUTE | Institute of Economics and Finance |
| FIELD OF STUDY | Economics/ International Business – Cross Cultural Aspects |
| QUALIFICATION LEVEL | Master's degree |
| PROFILE | General academic |
| STUDY MODE | Full-time |
| YEAR AND SEMESTER | II/4 |
| COURSE FORMAT | Elective specialized content group |
| COURSE COORDINATOR | Grzegorz Hajduk, Assoc. Prof. |
| COURSE INSTRUCTOR(S) | Grzegorz Hajduk, Assoc. Prof. |
| LANGUAGE OF INSTRUCTION | English |

1.2. Course organisation –learning format and number of hours, ECTS.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Lecture | Tutorial | Conver. | Lab. | Seminar | ZP | Practice | Other (spec.) | **ECTS credit pts.** |
|  | 15 |  |  |  |  |  |  | 2 |

1.3. Method of teaching

X traditional

☐ inclusive of distance learning

1.4. Final assessment type (according to the study plan): (exam, graded credit, ungraded credit)

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| Graded credit |

2. Prerequisites

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| The student has acquired a basic knowledge of economics, management and marketing. They are familiar with the general principles of international business and knows basic principles of building social relations. |

1. Objectives , teaching outcomes, description and didactic methods
   1. COURSE OBJECTIVES

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| --- | --- |
| C1 | Relay knowledge about the role and importance of public relations in international business |
| C2 | Development of competences in choosing effective methods and tools to create image of institutions and organizations |
| C3 | Development of skills to diagnose factors affecting the reputation of institutions and organizations |

3.2 Learning Outcomes

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| --- | --- | --- |
| EK (Learning Outcomes) | The Intended Student Learning Course Outcomes | Reference to learning outcomes with regard to the field of study (KEK) |
| Ek\_01 | Characterizes various lines of economic thought | K\_W03 |
| Ek\_02 | Identifies determinants of processes of in modern economies in the context of modern management methods. | K\_W07 |
| Ek\_03 | Capable of obtaining and analysing data and presenting them in written form | K\_U02 |
| Ek\_04 | Applies economic knowledge in resolving social and economic difficulties | K\_U08 |
| Ek\_05 | Capable of conducting independent critical analysis of suitability of solutions regarding social problems | K\_U09 |
| Ek\_06 | Possesses the skills necessary to prepare varied types of written papers in English | K\_U11 |
| Ek\_07 | Manifests attitudes favouring independent action in learning and work organization. | K\_K03 |

* 1. **COURSE DESCRIPTION**

1. Lecture contents
2. Contents of the tutorials, seminars, etc.

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| 1. Corporate identity and corporate image |
| 1. International Corporate Brand Management |
| 1. Theory and concepts of communication in public relations |
| 1. Foundations of public relations |
| 1. Public Relations Components and Planning |
| 1. Public relations tools and methods |
| 1. International consumer relations |
| 1. Media Relations, press release preparing |
| 1. Crisis management and crisis communication |
| 1. Internet and social media in public relations practice |

* 1. TEACHING METHODS

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| presentations, groupwork, discussions, case studies |

1. Methods And Assessment

4.1 The methods of verification of learning outcomes

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| --- | --- | --- |
| Learning outcomes (symbol) | Grading systems for teaching outcomes (i.e.: test, oral examination, written examination, essay, project, report, observation during classes) | Learning format (lecture, tutorial, …) |
| EK­\_01 | Test, observation during classes | tutorial |
| EK\_02 | Test, observation during classes | tutorial |
| EK\_03 | Observation during classes | tutorial |
| EK\_04 | Observation during classes | tutorial |
| EK\_05 | Observation during classes | tutorial |
| EK\_06 | Observation during classes | tutorial |
| EK\_07 | Observation of attitudes during classes | tutorial |

4.2 Assessment and credit requirements

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| The credit and final grade awarded at the end of the course is based on the following criteria: attendance and in-class participation (20%), assessing progress in performing written communicates (40%) , final test (40%). |

5. Total Student Workload Needed To Achieve Expected Learning Outcomes With Regard To Time And ECTS Credit Points

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| --- | --- |
| Activity | No. of hours/Student workload |
| Hours of classes according to Study Plan | 15 |
| Tutorial preparation | 18 |
| Consultations (attending the teacher’s office hours) | 2 |
| Essay/report writing | 15 |
| The final examination preparation | 0 |
| Examination writing | 0 |
| Other (please specify) |  |
| TOTAL NUMBER OF HOURS | 50 |
| **ECTS CREDITS IN TOTAL** | **2** |

1. Internship

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| --- | --- |
| Number of hours | - |
| Rules and forms of internship | - |

1. Course Literature

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| Primary:   1. D.L. Wilcox, G.T. Cameron and H.B. Reber, *Public relations: Strategies and tactics,* Ed. Ashley Dodge New York, NY: Pearson, 2015. 2. Seitel f.p., *The practice of public relations,* Harlow, Essex, England Pearson Education Limited, 2014. |
| Supplementary:   1. S. Black, *Practice of Public Relations,* Routledge, 2013. |

Department head’s or authorized person signature