

**SYLLABUS**
**PUBLIC RELATIONS AND PUBLIC INSTITUTION IMAGE CREATION**

University:	<b>WSPiA University of Rzeszów</b>
Field of study:	<b>Administration</b>
Mode of study:	<b>full-time</b>
Level of education:	<b>second-cycle studies</b>
Educational profile:	<b>general academic</b>
Educational module:	<b>basic subjects</b>
Status:	<b>compulsory</b>
Education cycle:	<b>2020/2021 - 2021/2022</b>
Academic year:	<b>2020/2021</b>
Year of study:	<b>II (semester 4)</b>
Language of instruction:	<b>Polish</b>
Subject coordinator:	<b>Dr L. Gajos</b>

Course type	Instructor	Form of credit
Lecture	Dr L. Gajos	graded
Discussion class		-
Class		-
Workshop	Mgr P. Pawlak, Mgr Maciej Chłodnicki	graded
Practical training workshop		-

Course type	Instruction hours	Office hours	Self study hours	Total	ECTS
Lecture	10	15	25	50	2
Discussion class	0	0	0	0	0
Class	0	0	0	0	0
Workshop	10	15	25	50	2
Practical training workshop	0	0	0	0	0
<b>TOTAL</b>	<b>20</b>	<b>30</b>	<b>50</b>	<b>100</b>	<b>4</b>

Student's involvement	Number of hours	ECTS
Student-instructor classroom interaction	50	2,0
Self study	50	2,0
<b>TOTAL</b>	<b>100</b>	<b>4</b>

Prerequisite
none

Course type	Instructional methods
Lecture	Expository, multimedia presentation
Discussion class	
Class	
Workshop	Expository, multimedia presentation, case study, analysis of PR projects of specific companies and local governments
Practical training workshop	

Learning results Upon receiving a passing grade, the student:		Type and number of study field related learning result	Reference*
1	will have extended knowledge of public relations and know the evolution of knowledge of PR; will have ethical knowledge of the positive and negative consequences of actions in this field;	K_W01	P7S_WG
2	will be able to use theoretical knowledge of PR to describe and analyse the causes, processes and phenomena concerning administration; as well as will be able to formulate opinions and select data relevant to the condition of PR in a given institution;	K_W08	P7S_WG P7S_WK
3	will be aware of the need for systematic and continuous learning, acquiring new qualifications as well as broadening and deepening their knowledge of PR;	K_U02	P7S_UW
4.	will have mastered the ability to recognise the relations between PR activities which, as a whole, serve the purpose of the organisation, and will be able to determine the sequence of PR activities and select the appropriate means;	K_U13	P7S_UW P7S_UK
5	will have the ability to anticipate the effects of PR, and will also be able to indicate to what extent they will involve the social dimension.	K_K03	P7S_KK

\* Reference to Polish Qualifications Framework, Level 7 (description component code)

Course type	Methods of learning results verification
Lecture	Preparation of a synthetic study on what PR is in an organisation
Discussion class	
Class	
Workshop	Active participation in classes, preparation of a PR programme for a specific organisation
Practical training workshop	

No	Lecture – course description	Hours
1	The nature of PR and a historical perspective on PR	2
2	Public relations and other marketing tools	3
3	Principles of communication with the public	2
4	Methods and techniques of public relations activities	3
5		
6		
7		
8		

No	Discussion class – course description	Hours
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

No	Class – course description	Hours
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

No	Workshop – course description	Hours
1	Measuring the effectiveness of PR activities	2
2	The internal impact of PR within the company	2
3	The role of PR in company crisis situations	2
4	Managing the company's PR activities	2
5	Lobbying as an element of PR	1
6	Sponsoring as an element of PR within legal and ethical framework	1

No	Practical training workshop – course description	Hours
1		
2		
3		
4		
5		

No	Required texts
1	W. Budzyński, Public relations. Strategia i nowe techniki kreowania wizerunku, Poltext, Warszawa 2008
2	A. Miotk, Badania w public relations. Wprowadzenie, Difin, Warszawa 2012
3	A. Green, Kreatywność w public relations, PWE, Warszawa 2004
4	
5	

No	Further reading
1	S. Oliver, Strategia public relations, PWE, Warszawa 2007
2	
3	
4	
5	