

Title <b>Public relations</b>	Code <b>1011102331011150933</b>
Field <b>Management</b>	Year / Semester <b>2 / 3</b>
Specialty <b>Marketing and Enterprise Resources Management</b>	Course <b>elective</b>
Hours Lectures: <b>1</b> Classes: -    Laboratory: -    Projects / seminars: -	Number of credits <b>2</b>
	Language <b>polish</b>

**Lecturer:**

dr Jerzy Przybysz  
Pracownia Humanistyki i Komunikacji w Zarządzaniu  
ul. Strzelecka 11  
60-965 Poznań  
tel.(61) 665-34-00  
e-mail: jerzy.przybysz@put.poznan.pl

**Faculty:**

Faculty of Engineering Management  
ul. Strzelecka 11  
60-965 Poznań  
tel. (61) 665-33-74, fax.  
e-mail: office\_fem@put.poznan.pl

**Status of the course in the study program:**

Elective subject

**Assumptions and objectives of the course:**

Analysis of the role of PR in marketing management

**Contents of the course (course description):**

Characteristics of marketing management. Public relations and strategic management. Public relations as a management function .. Review of the definition of PR. Essence, features and functions of PR. Corporate PR and Marketing PR. Public relations in the perspective of corporate social responsibility (CSR).

**Introductory courses and the required pre-knowledge:**

Knowledge of basic concepts and categories of PR.

**Courses form and teaching methods:**

Lectures

**Form and terms of complete the course - requirements and assessment methods:**

Written test

**Basic Bibliography:**

**Additional Bibliography:**