

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Public relations		Code 1011102331011180977
Field of study Engineering Management - Full-time studies -	Profile of study (general academic, practical) general academic	Year /Semester 2 / 3
Elective path/specialty Marketing and Company Resources	Subject offered in: Polish	Course (compulsory, elective) elective
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 15 Classes: - Laboratory: - Project/seminars: -		No. of credits 2
Status of the course in the study program (Basic, major, other) other		(university-wide, from another field) university-wide
Education areas and fields of science and art social sciences		ECTS distribution (number and %) 2 100%
Responsible for subject / lecturer: dr Jakub Pawlak email: jakub.pawlak@put.poznan.pl tel. 61 665 33 89 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Of basical terms and categories of PR
2	Skills	Ability od noticing and analyzing mico and macroeconomical processes in a context of PR
3	Social competencies	Understanding the importance of PR technics as having a great unfuence on society
Assumptions and objectives of the course: Analyzing the role of PR in marketing management		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Of constextual sciences in relation to ergological and their methods and common features and terms - [K2A_W01]		
2. Of relations in holdings and syndicates and company deparments - [K2A_W05]		
3. Of methods of modelling decisive processes - [K2A_W09]		
4. Of juridical norms, their sources, changes and the role played in organizations - [K2A_W12]		
5. Of ethical norms, their sources, nature and changes and the role played in organizations - [K2A_W13]		
Skills:		
1. Can properly interpret key social, cultural, political, legal and economical phenomenons and relations existing among them - [K2A_U01]		
2. Can apply theretical knowledge in describing social processes and phenomenons, formulating own opinions and finding proper tools of analysis - [K2A_U02]		
3. Can prognose and build simulations higher and complicated social processes - [K2A_U04]		
4. Can apply knowledge on various fields in a way of critical valuation - [K2A_U06]		
5. Can uderstand and analyze social phenomenons with theoretical valuation on chosen fields of interest - [K2A_U08]		
Social competencies:		

1. Understands cause and effect relationship and can prepare a strategy of solving many problems at the same time - [K2A_K03]
2. Understands the role of professional behaviour, accepting ethical codes and respecting various cultures and attitudes - [K2A_K04]
3. Ability of playing important part in social projects and managing problems resulting from them - [K2A_K05]
4. Understands the role of cross-disciplinary knowledge and ability to solve complex problems with a help of interdisciplinary teams - [K2A_K06]

Assessment methods of study outcomes

forming rating: based on answers to questions related to the material discussed in the lectures

summary rating: on the basis of a written analyses

Course description

Characteristics of marketing management. Public relations and strategical management. Public relations as a function of management. Definitions of PR. Functions and features of PR. Corporata PR and marketing PR. Public relations in a perspective of social responsibility of business (CSR),

Basic bibliography:

1. K. Wojcik Public relations. Wiarygodny dialog z otoczeniem , PLACET Warszawa 2005
2. B. Rozwadowska Public relations. Teoria Praktyka Perspektywy , EMKA Warszawa 2002
3. J. Przybysz, Public relations a zarządzanie komunikacją marketingową firmy w sektorze małych i średnich przedsiębiorstw (MSP), w: Przybylski H. (red.), Public relations. Sztuka skutecznej komunikacji w teorii i praktyce, Wyd. Akademii Ekonomicznej w Katowicach, Katowice 2006.
4. J.Przybysz, Kapitał społeczny w zarządzaniu wizerunkiem przedsiębiorstwa na przykładzie małych i średnich przedsiębiorstw (MSP) w Wielkopolsce, Zeszyty Naukowe ?Studia Ekonomiczne? Uniwersytetu Ekonomicznego w Katowicach (nr 185), 2014.

Additional bibliography:

1. E. M. Cenker Public relations Wydawnictwo Wyższej Szkoły Bankowej Poznań 2000
2. J.Przybysz, Odpowiedzialność społeczna biznesu (CSR) w kształtowaniu wizerunku firmy, w: Przybylski H. (red.), Public relations. Sztuka skutecznej komunikacji w teorii i praktyce, Wyd. Akademii Ekonomicznej w Katowicach, Katowice 2007
3. J. Przybysz, Kapitał społeczny w kreowaniu regionalnej tożsamości przedsiębiorstw, w: Adamus-Matuszyńska A., Maćkowska R., (red.), Public relations?sztuka skutecznej komunikacji w teorii i praktyce. Nowe narzędzia i tradycyjne techniki, Wyd.Naukowe ?Śląsk?, Katowice 2013.s.153-161

Result of average student's workload

Activity	Time (working hours)	
1. Preparing for final test	5	
2. Lectures	15	
3. Student	10	
4. Consultation	5	
Student's workload		
Source of workload	hours	ECTS
Total workload	40	2
Contact hours	20	1
Practical activities	20	1