

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Public relations</b>		Code <b>1011102231011180977</b>
Field of study <b>Engineering Management - Full-time studies -</b>	Profile of study (general academic, practical) <b>(brak)</b>	Year /Semester <b>2 / 3</b>
Elective path/specialty <b>Marketing and Company Resources</b>	Subject offered in: <b>Polish</b>	Course (compulsory, elective) <b>elective</b>
Cycle of study: <b>Second-cycle studies</b>	Form of study (full-time, part-time) <b>full-time</b>	
No. of hours Lecture: <b>15</b> Classes: <b>-</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>2</b>
Status of the course in the study program (Basic, major, other) <b>(brak)</b>		(university-wide, from another field) <b>(brak)</b>
Education areas and fields of science and art		ECTS distribution (number and %)
<b>Responsible for subject / lecturer:</b>  dr Jerzy Przybysz email: jerzy.przybysz@put.poznan.pl tel. (61) 665-34-00, Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	Of basical terms and categories of PR
2	<b>Skills</b>	Ability od noticing and analyzing mico and macroeconomical processes in a context of PR
3	<b>Social competencies</b>	Understanding the importance of PR technics as having a great unfuence on society
<b>Assumptions and objectives of the course:</b> Analyzing the role of PR in marketing management		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
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]		
<b>Skills:</b>		
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]		
<b>Social competencies:</b>		

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]

<b>Assessment methods of study outcomes</b>		
forming rating: based on answers to questions related to the material discussed in the lectures		
summary rating: on the basis of a written analyses		
<b>Course description</b>		
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),		
<b>Basic bibliography:</b>		
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.		
<b>Additional bibliography:</b>		
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		
<b>Result of average student's workload</b>		
Activity	Time (working hours)	
1. Preparing for final test	5	
2. Lectures	15	
3. Student	10	
4. Consultation	5	
<b>Student's workload</b>		
Source of workload	hours	ECTS
Total workload	40	2
Contact hours	20	1
Practical activities	20	1