

| STUDY MODULE DESCRIPTION FORM | | |
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| Name of the module/subject Public relations | | Code 1011105231011100977 |
| Field of study Engineering Management - Part-time studies - | Profile of study (general academic, practical) (brak) | 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) part-time | |
| No. of hours Lecture: 10 Classes: - Laboratory: - Project/seminars: - | | No. of credits 2 |
| Status of the course in the study program (Basic, major, other) (brak) | | (university-wide, from another field) (brak) |
| Education areas and fields of science and art | | ECTS distribution (number and %) |
| Responsible for subject / lecturer: dr Jerzy Przybysz email: jerzy.przybysz@put.poznan.pl tel. (61) 665-34-00, 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 |