**Course Syllabus**

1. **General Information**

|  |  |
| --- | --- |
| Course name | Public relations |
| Programme  |  |
| Level of studies (BA, BSc, MA, MSc, long-cycle MA) | BA |
| Form of studies (full-time, part-time) | full-time |
| Discipline | Social Communication and Media  |
| Language of instruction | English  |

|  |  |
| --- | --- |
| Course coordinator/person responsible | Aneta Duda |

|  |  |  |  |
| --- | --- | --- | --- |
| Type of class *(use only the types mentioned below)* | Number of teaching hours | Semester | ECTS Points |
| lecture |  |  | 3 |
| tutorial | 30 | IV |
| classes |  |  |
| laboratory classes |  |  |
| workshops |  |  |
| seminar |  |  |
| introductory seminar |  |  |
| foreign language classes |  |  |
| practical placement |  |  |
| field work |  |  |
| diploma laboratory |  |  |
| translation classes |  |  |
| study visit |  |  |

|  |  |
| --- | --- |
| Course pre-requisites | * An understanding the role of media and communication in society, including the role of the corporation and individual in public discourse.
* A clear understanding of the need for a critical and analytical approach through research and practice to the area of social communication and media.
 |

1. **Course Objectives**

|  |
| --- |
| O1 - students acquire knowledge about the fundamental elements of public relations and their interaction in a for-profit or non-profit organization’s communication strategies.They develop the knowledge of social affairs required to assist their creative response to media. |
| O2 – students learn basic skills in communicating and promoting ideas, products and services to a wide range of audiences. They learn how to:* create, negotiate and communicate in the highly diverse media environment;
* navigate the dynamically changing social land media landscape and form relationships that benefit individuals, local communities, organizations and wider society;
* set organizational objectives and develop creative strategies to meet them.
 |
| O3 – students understand how:* public relations projects are built;
* communication tools can be used to influence attitudes;
* PR specialists involve a number of stages including research, strategic planning, action, and evaluation;
* the crisis communication react to difficult situations.
 |

1. **Course learning outcomes with reference to programme learning outcomes**

|  |  |  |
| --- | --- | --- |
| Symbol | Description of course learning outcome | Reference to programme learning outcome |
| KNOWLEDGE |
| K\_W02 | Basic research trends in the field of public relations, methods, techniques and tools of PR | P6U\_W1 |
| K\_W04 | At an advanced level specialist terminology in the field of public relations, as well as promotional activities | P6U\_W1 |
| SKILLS |
| K\_U02 | Use advanced public relations techniques to solve specific communication problems | P6U\_U1 |
| K\_U03 | Use acquired knowledge to solve tasks typical for professional activities related to public relations | P6U\_U1 |
| K\_U09 | Independently acquire knowledge and expand professional skills related to public relations as well as plan and implement the strategy of PR communication | P6U\_U2 |
| SOCIAL COMPETENCIES |
| K\_K02 | Use the media as a source of information about social life and culture, and as a tool to influence social and cultural processes serving the common good and public interests | P6U\_K2 |
| K\_K03 | Think and act in an entrepreneurial manner, diagnosing the needs of the closest surrounding and identifying problems that occur in it | P6U\_K1 |

1. **Course Content**

|  |
| --- |
| 1-2. Introduction to Public Relations.3-4. Contemporary Issues in Creating Image and Reputation Management: Public Relations Principles.5-6. Workshop in Advanced Public Relations Techniques.7-8. Strategic Communication and Content Creation. Research methods, strategies, and tactics used in the PR toolbox. Meaningful and effective content. Technological and theoretical aspects of content creation and visual storytelling. 9-10. Public Relations Case Studies. Qualities of a successful public relations campaign. Evaluation the strengths and weaknesses of various PR strategies.11-12. Crisis Communication.Communication Theory and How It Helps a Business. Evaluation various issues, risk and crisis situations.13-14. Planning Public Relations Campaigns.Students develop a strategic communication plan for a chosen organization.15. Course completion summary. |

1. **Didactic methods used and forms of assessment of learning outcomes**

|  |  |  |  |
| --- | --- | --- | --- |
| Symbol | Didactic methods*(choose from the list)* | Forms of assessment*(choose from the list)* | Documentation type*(choose from the list)* |
| KNOWLEDGE |
| W\_01 | Discussion | Observation | Assessment sheet |
| W\_02 | SWOT analysis | Presentation | Assessment sheet |
| SKILLS  |
| U\_01 | Brainstorming | Project presentation | Project assessment sheet |
| SOCIAL COMPETENCIES |
| K\_01 | Think-PairShare | Presentation | Project assessment sheet |

1. **Grading criteria, weighting factors**

Grading Criteria:

Activity - 20%

Project Assessment - 80%

Criteria for project Assessment:

Accurateness of

1) problem and situation analysis,

2) measurement of objectives,

3) matching a brand to the target group,

and

4) creativity in content,

5) relevance of the project,

6) its coherence,

7) predicted effectiveness.

|  |  |
| --- | --- |
| Grade | Percentage Uniform Mark Range |
| 5 | 90-100 |
| 4 | 80-89 |
| 3 | 70-79 |
| 2 | 69-0 |

1. **Student workload**

|  |  |
| --- | --- |
| Form of activity | Number of hours |
| Number of contact hours (with the teacher) | **15** |
| Number of hours of individual student work | **10** |

1. **Literature**

|  |
| --- |
| Basic literature |
| Jonah Berger, *Contagious: Why Things Catch On*, Simon & Schuster, 2016David Meerman, *The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing, and Online Media to Reach Buyers Directly*, Scott Gildan Media, 2008 |
| Additional literature |
| Harold Burson, *The Business of Persuasion*, RosettaBooks, 2017Ann Handley, *Everybody Writes:* Your Go-To Guide to Creating Ridiculously Good Content, Wiley, 2014Donald Miller, *Building a StoryBrand: Clarify Your Message So Customers Will Listen*, HarperCollins Leadership, 2017 |