



**FACULTY: *Economic and Social Sciences***  
**COURSE: *Economics***  
**LEVEL OF EDUCATION: *first-level studies (bachelor)***  
**FORM OF EDUCATION: *full-time***  
**PROFILE: practical**

## SUBJECT CARD (Syllabus)

Subject Name: <b>Public Relations</b>				ECTS credits: <b>1</b>		
Lecturer: <b>according to the list of lecturers and the schedule of classes</b>						
Year: <b>3</b>	Lectures	Seminars	Laboratory exercises	Exercise	BUNA*	Form of credit*
Semester: <b>5</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>30</b>	<b>0</b>	<b>ZO</b>
* E – exam; Z – credit; ZO – passing with an assessment; BUNA – without the participation of an academic teacher						
<b>The aim of the subject:</b> <i>to present the essence of the process of building a positive and long-term image of the organization in conditions of competitiveness, to indicate the key elements affecting the creation of the image, to present the tools for building the image of the organization in the near and distant environment.</i>						
<b>Didactic methods:</b> <i>assimilation of knowledge through simulations and discussions and practically implemented scenes – speech – press conference, dementia, etc. , CASE STUDY.</i>						
<b>Prerequisites:</b> <i>knowledge of marketing and organization management.</i>						
No	Subject matter of the classes					
I	LECTUREY: not applicable					
II	SEMINARS: not applicable					
III	LABORATORY EXERCISES: not applicable					
IV	EXERCISES:					
	<ol style="list-style-type: none"><li>1. The basic conceptual sphere and essential features constituting PR activity. PR activity against the background of other promotional elements.</li><li>2. Crisis PR: concept, sources, types of crises; anti-crisis prophylaxis; types of planning activities for the eventuality of a crisis situation; optimal rules of behavior (communication) in a crisis; errors occurring; recommendations for marketing promotion during the crisis.</li><li>3. Cooperation with the media as a branch of PR: meaning, forms; types of materials ready for dissemination in the media and sources; general principles of behaviour towards the media; principles and models for the drafting of press releases; rules for the use of spoken word techniques (press conferences, interviews).</li><li>4. PR in the situation of a socially controversial investment: cases from practice; real conflicts and using opportunities to relieve emotions; specificity in relation to the organizational crisis and crisis PR; stages of proceedings: analysis of the situation from the point of view of conflict groups; the action program; communication strategy and tactics in relation to individual categories of surrounding; possible communication techniques; inclusion of the environment in the process of planning and implementation of the Investment and maintaining communication contact with the environment after the completion of the investment.</li><li>5. Corporate Identity – image and identity of the organization, elements of the organization's identity, visual identification: purpose and principles; create an organization identity.</li><li>6. Potential PR functions in the communication system of the organization: the information and communication needs of the organization and the necessity of creating a system for managing them, or at least coordinating them; PR traditional, specialized, professional communication manager or at least coordinator of communication activities of the organization; reasons why you will not use this potential PR function</li><li>7. Potential PR functions for the benefit of the organization's management boards: traditionally assigned functions: image, contact, harmonization, prevention; nowadays the most</li></ol>					



	appreciated role of PR in the so-called problem management; possible PR functions for the management boards of the organization; reasons for not using the above-mentioned PR opportunities in management are on the side of PR practitioners and management boards.	
	8. Efficiency and effectiveness of PR activities - organization of events - types of events, goals of event organization, event planning, elements of event management, performance assessment, "after event" activities, the most common mistakes.	
	9. Modern PR techniques and the use of internet in communication campaigns – media relations in andnet, crisis management ( <i>fake news</i> ), website positioning, popular social networking sites.	
V	BUNA: not applicable	
Learning outcomes		
Directional effects – symbol and specification		Objective effects – specification
in the field of <b>KNOWLEDGE:</b>		
P6U_W	P6S_WG	E1_W01 Has a comprehensive knowledge of the place of economics in the system of sciences, its character, methodology and related to other scientific disciplines, knows and understands the basic terminology of economic sciences along with the application of this practical knowledge in business activities.
P6U_W	P6S_WG	E1_W05 Knows and understands at an advanced degree the knowledge of man as an entity creating economic structures; knows the rules of human behavior in terms of satisfying needs, has elementary knowledge of the principles and motives of human action in the process of creating and implementing tasks and organizational changes of these structures. He knows how to apply knowledge in practice.
P6U_W	P6S_WG	E1_W06 Knows and understands to an advanced degree the ways of applying and analyzing the results of selected quantitative tools in the description of facts, objects and phenomena concerning
		Knows and understands the concepts, economic laws and economic phenomena and their effects occurring in the company's activity with the inclusion of issues related to PR. Identifies PR tools used in individual areas.
		Presents PR functions in relation to the management boards of the organization, has basic knowledge about man as an entity creating economic structures.
		Discusses the strategy and tactics of communication in relation to individual categories of the environment; knows possible communication techniques.



		various areas of economic functioning and complex dependencies, as well as forecasting future scenarios of economic and social activity.	
P6U_W	P6S_WG	E1_W13 Knows and understands at an advanced level knowledge of accounting, financial reporting and analysis, corporate financial management, financial control and internal audit and its practical application in professional activities.	
<b>in terms of <u>SKILLS</u>:</b>			
P6U_U	P6S_UW	E1_U02 Is able to use his theoretical knowledge and effectively and effectively obtain reliable data from primary and secondary sources to analyze specific economic processes and phenomena in the field of economic disciplines.	<p>Uses PR capabilities in management. Can correctly interpret and explain social and cultural phenomena and mutual relations between processes occurring in different cultures in relation to the implementation of public relations strategies.</p> <p>Interprets the mechanisms of functioning of individual market entities and analyzes and interprets the basic cause-and-effect phenomena occurring in them.</p> <p>Formulates practical conclusions useful in the context of the use of PR, presents his own ideas. Analyzes the reasons for not using the PR function in economic processes.</p>
P6U_U	P6S_UW	E1_U03 Is able to properly analyze and prepare accounting and financial documentation for decision-making and accounting purposes and analyze and evaluate the processes and economic and social phenomena taking place.	
P6U_U	P6S_UW P6S_UO P6S_UU	E1_U06 Is able to independently plan and implement their own learning, being aware of the dynamic development of sciences, using the acquired economic knowledge and practical conclusions and specialist experience in independent implementation of tasks, as well as running a business and solving the dilemmas of professional work.	



P6U_U	P6S_UK P6S_UW  P6S_UO	E1_U07 Can collaborate with others as part of teamwork or as a leader; takes a step in the analysis and evaluation of alternative solutions to economic problems and selects methods and instruments that allow rational resolution and optimization of them.	<p>Uses standard tools of quantitative and qualitative analysis to forecast economic phenomena, has the ability to rationally think and infer and analyze marketing phenomena, with particular emphasis on the PR department.</p> <p>Can prepare oral speeches in the field of PR in the enterprise, works in a team.</p>
P6U_U	P6S_UW	E1_U09 Is ready to perform tasks innovatively and solve complex and unusual problems in conditions burdened with risk and uncertainty, using normative systems, using specialized terminology	
<b>in the field of SOCIAL COMPETENCES:</b>			<p>Understands the need to use PR functions in the organization of the enterprise. Is aware of the influence of the environment on the conditions of the organization's functioning. Understands the importance of the impact of image/reputation on the performance and social performance of an organization.</p> <p>Defines priorities for creating an appropriate image of the organization/board. Correctly diagnoses the sources and types of PR crises.</p> <p>Boldly and substantively expresses his views on image creation. Applies the principles of ethical communication.</p>
P6U_K	P6S_KR P6S_KK	E1_K01 Is ready to critically assess the level of his knowledge; recognizes the importance of knowledge in solving cognitive and practical problems and consults experts in case of difficulty in solving the problem on his own.	
P6U_K	P6S_KR	E1_K03 Is ready to recognize the importance of knowledge in solving problems related to the development, implementation, analysis and evaluation of economic processes in various types of organizations and to consult experts in this regard in case of difficulties in solving them himself/herself.	
P6U_K	P6S_KO P6S_KR	E1_K05 Understands ethical issues in connection with the tasks and business activities carried out, is aware of the importance of professional activities, consistent with the	



		principles of professional ethics and respect for the diversity of views and cultures; takes care of the achievements and tradition of the profession	Independently complements and improves knowledge about PR in socially controversial situations. It uses modern techniques and the Internet in communication campaigns. When creating an image, he is guided by business ethics and corporate social responsibility towards the organization and its members
P6U_K	P6S_KO P6S_KR	E1_K06 Is able to think in an entrepreneurial way and skillfully communicate with the environment; adapts to new situations and conditions, acquires resistance to failure and stress.	

#### Ways to verify the outcome of this learning (**KNOWLEDGE, SKILLS, SOCIAL COMPETENCES**)

Effects(symbol)	Written exam	Oral exam	Colloquium	Essay/Paper	Homework	Individual presentation	Group presentation	Activity in class	Participation in the discussion	Individual project	Group project
E1_W01; E1_W05, E1_W06, E1_W13								X	X	X	
E1_U02 E1_U03, E1_U06... U09								X	X	X	
E1_K01, E1_K02... K06								X	X	X	

**Form and conditions of passing the subject:** implementation of a project made independently; passing based on practical tasks discussed during classes.

#### The student's workload needed to achieve learning outcomes in hours and ECTS credits

##### Contact hours with an academic teacher

Types of classes	Number of hours
Participation in lectures	
Participation in seminars	
Participation in exercises	30
Participation in laboratory classes	
Consultation	
<b>Sum of</b>	<b>30</b>

##### Student's own work divided into time ( *examples of student work forms* )

Form of student work	Number of hours
Preparing for classes	
Writing a paper/project/essay	
Gathering materials and preparing presentations	
Self-reading	
Preparing for colloquia/tests	



Preparing for the written/oral exam in a subject	
Preparation for written/oral credit in a subject	
<b>Sum of</b>	
<b>Total</b> (contact hours + student's own work)	<b>30</b>
	<b>1 ECTS</b>
1.including the number of ECTS credits for contact hours with the direct participation of an academic teacher	<b>1 ECTS</b>
2.including the number of ECTS credits for hours carried out in the form of independent work	<b>0 ECTS</b>
<b>Classes with a practical profile</b>	
<b>Types of classes</b>	<b>Number of hours</b>
Participation in laboratory exercises	30
Preparing for practical credit	0
<b>Sum of</b>	<b>30</b>
Number of ECTS credits for practical classes	<b>1 ECTS</b>
<b>Basic literature:</b> ( <i>up to 3 items</i> ) 1. A. Theaker (ed.), The Public Relations. Handbook, Taylor & Francis Ltd, Abingdon-on-Thames 2020. 2. D.A. Silverman, R.D. Smith, Strategic Planning for Public Relations, Taylor & Francis Ltd, Abingdon-on-Thames 2024.	
<b>Supplementary literature:</b> 1. J. Fawkes, Depth Public Relations, Jenny Stanford Publishing, Singapore 2024. 2. E. Estanyol, Public Relations as a Creative Industry, Jenny Stanford Publishing, Singapore 2024.	
<b>Acceptance of the Vice-Rector:</b>	