

<b>The title of the course</b>	<b>Public relations</b>
<b>Faculty</b>	Faculty of Management and Transport
<b>The level of studies</b>	Bachelor degree
<b>Semester</b>	6
<b>The form of classes and number of hours</b>	15 h
<b>Classes conducted for Polish students. Erasmus students can join them</b>	No.
<b>Language of instruction</b>	English
<b>The number of ECTS</b>	2
<b>Teacher</b>	dr Aneta Bąk-Szołucha
<b>The aims of the course (maximum 500 characters)</b>	The course is designed to introduce the field of public relations. Our focus will be to understand the role of the public relations practitioner, to begin to practice the skills necessary for success in the field, and to understand the larger societal and historical frameworks in which public relations practitioners work today.
<b>The content of the course: main topics and key ideas</b>	Role and functions of public relations. The differences between public relations, marketing and advertising. Strategies in Public Relations. Ethics and professionalism in Public Relations. Media Relations. Internal communication Corporate communications. Social Media and Public Relations. Issues and crisis management.
<b>Didactics methods</b>	Assignments, class discussions, class presentations.
<b>Course requirements</b>	-
<b>Literature (basic and supplementary)</b>	Effective public relations / Scott M. Cutlip, Allen H. Center, Glen M. Broom The practice of public relations / Fraser P. Seitel Exploring public relations / Ralph Tench, Liz Yeomans
<b>The effects of the education</b> - <b>knowledge</b> - <b>skills</b> - <b>social competences</b>	Knowledge: To understand the essence of PR as a practical discipline within the organization; be aware of its functions, strategies and particular techniques. Skills: To identify, analyse, and discuss actual case studies and/or strategic communication and PR campaigns. Social competences: Student is prepared to actively take part in discussions.