

Public Relations - course description

General information	
Course name	Public Relations
Course ID	15.3-WP-SOC-TKWZ
Faculty	Faculty of Social Sciences
Field of study	WNS - oferta ERASMUS / Sociology
Education profile	-
Level of studies	First-cycle Erasmus programme
Beginning semester	winter term 2022/2023

Course information	
Semester	1
ECTS credits to win	3
Course type	obligatory
Teaching language	english
Author of syllabus	<ul style="list-style-type: none">dr hab. Mariusz Kwiatkowski, prof. UZ

Classes forms					
The class form	Hours per semester (full-time)	Hours per week (full-time)	Hours per semester (part-time)	Hours per week (part-time)	Form of assignment
Class	30	2	-	-	Credit with grade

Aim of the course

The aim of the classes is to prepare participants to use the knowledge from the range of the sociology, the social psychology and related disciplines in the formation of the image of economical, political and cultural organizations. Participants conquer following skills: self-presentation, the exertion of the influence on other, the leadership of public discussions, defence against the manipulation, the projection and the leadership of social campaigns.

Prerequisites

No special prerequisites.

Scope

1. Techniques of self-presentation.
2. Eristic techniques.
3. The cooperation with media.
4. The organization of meetings.
5. The formation of the image of the person.
6. The formation of the image of the public institution.
7. The public critique and the defense of the image.

Teaching methods

Academically supervised student-governed problem oriented project work.

Demonstrating - teaching through examples and case studies description. Role playing and scenario analyzing during classes. Problem solving and case studies

Learning outcomes and methods of theirs verification

Outcome description	Outcome symbols	Methods of verification	The class form
The student can use her/his knowledge and social abilities to form the image of the person and organization. He or she can also prepare and conduct the social campaigns.		<ul style="list-style-type: none">Project report plus individual oral defense of the project report.	<ul style="list-style-type: none">Class

Assignment conditions

Project report plus individual oral defense of the project report.

Recommended reading

1. F. P. Seitel, Practice of Public Relations, Pearson, New Jersey 2004. (Polish translation also available).
2. G. M. Broom, Cutlip and Center's Effective Public Relations, Upper Saddle River, NJ: Prentice-Hall, 2001.
3. Lull J., Hinerman S. (red.), (1997), Media Scandals. Morality and Desire in the Popular Culture Marketplace. New York.

Further reading

1. Sernovitz, G. Kawasaki, S. Godin, Word of Mouth Marketing: How Smart Companies Get People Talking, Kaplan Publishing, 2009.

2. D. Meerman Scott, The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly, Jon Wiley & Sons, 2007.
3. Ch. Barger, The Social Media Strategist: Build a Successful Program from the Inside Out, McGraw Hill Professional, 2011.

Notes

the subject can be run every semester, in case there is not enough persons to make a group there will be individual class run during instructor hours.

Modified by dr Magdalena Pokrzyńska (last modification: 25-04-2022 07:51)

Generated automatically from SylabUZ computer system