

1. Field of study	International Studies in Political Science and Diplomacy	
2. Faculty	Faculty of Social Sciences	
3. Academic year of entry	2022/2023 (winter term), 2023/2024 (winter term)	
4. Level of qualifications/degree	first-cycle studies	
5. Degree profile	general academic	
6. Mode of study	full-time	

Module: Public Relations

Module code: PRE

1. Number of the ECTS credits: 3

2. Learning outcomes of the module			
code	description	learning outcomes of the programme	level of competence (scale 1-5)
PRE_K_1	Can prepare an uncomplicated public relations project.	MS_1_K04	3
PRE_K_2	Is aware of the standards of professional public relations and the principles of PR ethics as formulated in the codes of the discipline.	MS_1_K07	4
PRE_U_1	Can plan a public relations strategy for the organisation and prepare adequate tools for its implementation.	MS_1_U04 MS_1_U12	3 3
PRE_U_2	Understands the social, evolutionary, cultural conditions for certain political phenomena.	MS_1_U02 MS_1_U07	3 4
PRE_U_3	He/she has the linguistic competence to be able to speak fluently in the field of PR in a foreign language.	MS_1_U08 MS_1_U10 MS_1_U13	4 4 4
PRE_W_1	He/she knows the basic tools used in PR, the addressees of PR activities and how to distinguish PR from marketing activities.	MS_1_K02 MS_1_K04 MS_1_W01 MS_1_W04	3 4 4 3
PRE_W_2	Knows the elements of the process of building a communication strategy, communication tools and techniques.	MS_1_W13 MS_1_W16	3 3

3. Module description	
Description	The aim of the module is to present basic information on public and media relations in the context of activities shaping the image of an organisation. The student learns techniques of building social trust and creating a positive image through skilful communication with the public. Moreover, he or she can effectively perform an analysis of the environment and stakeholders, determine objectives and communication strategy. Student knows different techniques of public relations and ways of measuring effectiveness of actions.
Prerequisites	No prerequisites.

4. Assessment of the learning outcomes of the module			
code	type	description	learning outcomes of the module
PRE_w_1	Credit	The verification of learning outcomes is precisely defined in the syllabus created for the module.	PRE_K_1, PRE_K_2, PRE_U_1, PRE_U_2, PRE_U_3, PRE_W_1, PRE_W_2

5. Forms of teaching						
code	form of teaching			required hours of student's own work		assessment of the learning outcomes of the module
	type	description (including teaching methods)	number of hours	description	number of hours	
PRE_fs_1	discussion classes	Classes are conducted using the following methods: - moderated discussion, - explanatory description, - roundtable discussion, - the "brainstorming" method, - debates, - analysing and solving practical and theoretical problems.	30	Students' own work includes: - reading the necessary literature for the course, - activity during classes, - preparation of oral presentations, - preparation for the completion of the course.	45	PRE_w_1