



Andrzej Frycz Modrzewski Krakow University

SUBJECT CARD

1. Basic information

Subject	Public Relations
Faculty	Faculty of Law
Field of study	International Relations
Specialisation	International Business
PQF level	6 PQF
Level of studies	first-cycle studies
Form of studies	full-time studies
Group of activities	-----
Number of ECTS credits	4
Subject type	specialization
Total number of hours	30h
Didactic cycle	2024/2025 winter
Academic semester	3
Academic year	2
Education profile	general academic
Year of implementation	2025/2026
Language of instruction	English
Person responsible for the subject	dr hab. Adam Figiel (e-mail: afigiel@uafm.edu.pl)

Semester, number of ECTS credits, class type, number of hours

Semester	Lecture
3	30h 4 ECTS

2. Subject objectives

C1	To make students understand the role of PR in business and society.
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3. Prerequisites

None.

4. Learning content

W1	Knowledge: Students will understand the role of PR in business environment	EUK6_W2
U1	Skills: Students will know how to prepare a press conference	EUK6_U4, EUK6_U6
K1	Social competence: Student will work effectively in a group	EUK6_KS1, EUK6_KS2

5. Curriculum content

Lecture (30 h)

Code	Topic blocks (semester: 3)
Wyk1	The Role of PR in business and society
Wyk2	The basis of public communication
Wyk3	Public relations in contingency situation

6. Teaching methods

Lecture	
M1	Case study
M6	Discussion
M20	Lecture

7. Student workload

Form of student activity	Student workload
Lecture	30h
Including the e-learning method:	0 h
Student's own work	
	70h
Total workload	
Total number of hours for the course	100 h
Total number of ECTS credits	4 ECTS

8. Evaluation criteria

Course completion criteria:

Presence in the lecture and case studies discussion with input. Understanding of PR concepts on final examination.

Lectures (Final exam / Final pass)	
Grade 5:	Presence in the lecture and case studies discussion with significant input. Very good understanding of PR concepts on final examination.
Grade 4,5:	Presence in the lecture and case studies discussion with significant input. Good understanding of PR concepts on final examination.
Grade 4:	Presence in the lecture and case studies discussion with significant input. Average understanding of PR concepts on final examination
Grade 3,5:	Presence in the lecture and case studies discussion with significant input.
Grade 3:	Presence in the lecture and case studies discussion.

9. Reading materials

Course reading materials

1. The Practice of Public Relations, Frazer P. Seitel, Harlow, United Kingdom, 2014, Thompson

Supplementary materials

1. Kreowanie wizerunku kandydata na urząd publiczny w Polsce, A. Figiel, M. Ziębińska, Kraków, 2019, Edu-Libri

11. Information about academic teachers

Lecturer(s)

dr hab. Adam Figiel (e-mail: afigiel@uafm.edu.pl)

