



UNIWERSYTET
Andrzeja Frycza Modrzewskiego
w Krakowie

SUBJECT CARD

1. Basic information

Subject	Public Relations
Faculty	Faculty of Law
Field of studies	International Relations
Specialization	international business
PRK level	6 PRK
Education level	first-cycle studies
Form of studies	full-time studies
Group of activities	—
Number of ECTS points	2
Type of subject	specialization
Total number of hours	30 h
Didactic cycle	2024/2025 winter
Academic semester	3
Academic year	2
Education profile	general academic
Year of implementation	2025/2026
Language of instruction	English
Teacher(s)	dr hab. Adam Figiel

Semester, number of ECTS points, type of subject, number of hours

Semester	Lecture
3	30 godz. 2 ECTS

2. General objectives

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

None

4. Learning outcomes

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

5. Course program

Lecture (30 h)

Code	Detailed description of the 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. Didactic methods

Lecture	
M1	Case study
M6	Discussion
M20	Lecture

7. Student workload

Number of hours under supervision	Student workload
Lecture	30 h
Including e-learning:	0 h

Student's own work	
	20 h

Total workload	
Total number of hours for the course	50 h
Total number of ECTS points	2 ECTS

8. Conditions for course completion

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. Literature

Basic literature

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

Supplementary literature

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

11. Information about academic teachers

The person responsible for the card

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

Teacher(s) conducting the subject

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