

Nazwa w jęz. angielskim: Strategies for building the image and brand of the organization

**Dane dotyczące zajęć:  
Information on course:**

**Jednostka oferująca: Wydział Organizacji i Zarządzania // dr Dorota Dolińska-Weryńska**  
**Course offered by: Faculty of Organization and Management // dr Dorota Dolińska-Weryńska**

<b>Język wykładowy:</b>
angielski
<b>Language:</b>
English
<b>Strona WWW: Course homepage:</b>
<b>Krótki opis:</b>
<b>Short description:</b>
Preparing graduates for self-diagnosis, building and implementing public relations plans in organizations and creating the image and brand of the organization.
<b>Opis:</b>
<b>Description:</b>
Lectures: <ol style="list-style-type: none"><li>1. Public Relations - definitions, theories, models..</li><li>2. Means and techniques of communication in the organization.</li><li>3. The subject, tools and methods of PR.</li><li>4. Public Relations and Marketing - mutual relations</li><li>5. Building the brand and image of the organization: brand image (media image), creating a brand identity, SWOT analysis of the company's marketing, selection of means of promoting the brand in the media, internet and advertising.</li><li>6. Relations with the media: rules for creating statements for the media, press releases, press conferences, interviews.</li><li>7. Building the image of the organization in crisis situations, creating anti-crisis plans.</li><li>8. Presentations and public appearances: professional preparation of presentations.</li><li>9. in Power Point, corporate identity measures, the art of writing public speeches, speaking in front of the camera.</li><li>10. Public Relations and CSR</li></ol>
<b>Lecture:</b> <ul style="list-style-type: none"><li>• full-time studies: 30 h</li><li>• part-time studies: 18 h</li></ul>
<b>Number of ECTS credits: 2</b>
<b>Literatura:</b>
<b>Bibliography:</b>
<ol style="list-style-type: none"><li>1. Wilcox, D.L., Cameron, G.T. &amp; Reber, B.H. (2014). Public relations: Strategy and tactics (11th edition updated) – REVEL Version. Boston, MA: Pearson. ISBN: 9780134003559.</li><li>2. Kelleher, Tom (2017). Public Relations. Oxford University Press. ISBN: 0190201479</li><li>3. The Public Relations Handbook, 2nd ed. (2001) by Alison Theaker, Routledge; PDF copy</li><li>4. available</li><li>5. Global Public Relations: Spanning Borders, Spanning Cultures by Alan R. Freitag; PDFcopy</li></ol>

7. available
8. Public Relations and Social Theory: Key Figures and Concepts (2007) by Øyvind Ihlen,
9. Routledge Communication Series; PDF copy available
10. Online resources:
11. About PR in general: <https://apps.prsa.org/AboutPRSA/PublicRelationsDefined/>
12. Readings on Global PR: <http://www.instituteforpr.org/global-public-relations/>
13. Additional readings:
14. Broom, G., Casey, S., & Ritchey, J. (2000). Toward a concept and theory of organization–
15. public relationships: An update. In J. A. Ledingham & S. D. Bruning (Eds.),
16. Public relations as relationship management: A relational approach to public relations (pp. 3–22). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.

#### **Efekty uczenia się:**

#### **Learning outcomes:**

1. Knows and understands in a detailed way various types of organizational structures, the degree of influence of stakeholders on them and the scope of their relationship with the economic, political, technological and social environment.
2. Knows and understands to a greater extent the features of man as the creator of culture and the subject constituting social structures and the fundamental dilemmas of modern civilization.
3. Is able to communicate and conduct a debate using a wide terminology in the field of management sciences.
4. Is ready to fulfill economic and social obligations, inspire and organize activities for the economic and / or social environment

#### **Metody i kryteria oceniania:**

#### **Assessment methods and assessment criteria:**

1. participation in class discussions;
2. performance and projects;

#### **Przynależność do grup przedmiotów w cyklach: Element of course groups in various terms:**

Opis grupy przedmiotów Course group description	Cykl pocz. First term	Cykl kon. Last term
przedmioty obieralne studia stacjonarne i niestacjonarne stopień studiów – dowolny kierunek studiów – dowolny, semestr dowolny  elective courses full-time and part-time studies degree - any field of study - any semester - any	2022/2023	