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| FACULTY: | Faculty of Humanities |
| FIELD OF STUDY: | Journalism and Social Communication |
| ERASMUS COORDINATOR OF THE FACULTY: | Anna Hajek, MA  Wiesław Trojanowicz, MA |
| E-MAIL ADDRESS OF THE COORDINATOR: | anna.hajek[@tu.koszalin.pl](mailto:jolanta.sypianska@tu.koszalin.pl)  [trojanowicz@op.pl](mailto:trojanowicz@op.pl) |
| COURSE TITLE: | Public relations |
| LECTURER’S NAME: | Piotr Szarszewski, PhD |
| E-MAIL ADDRESS OF THE LECTURER: | piotrszarszewski@interia.pl |
| ECTS POINTS FOR THE COURSE: | 3 |
| ACADEMIC YEAR: | **2021/2022** |
| SEMESTER:  (W – winter, S – summer) | S |
| HOURS IN SEMESTER: | 30 |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 1st cycle |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | group tutorials |
| LANGUAGE OF INSTRUCTION: | Polish |
| ASSESSMENT METHOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | oral exam, continuous assessment |
| COURSE CONTENT: | The aim of the course is to introduce students to issues related to public relations. During the course, students learn about the history of PR, PR tools (techniques), the basics of PR ethics, the impact of PR activities on society, media and politics. |
| ADDITIONAL INFORMATION: |  |

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