



UNIVERSITY
OF ECONOMICS AND HUMAN SCIENCES
IN WARSAW

Social Communication and Public Relations

Type:
**Undergraduate
(Bachelor)**

Field of study:
Political Science

Duration of study:
3 years (6 semesters)

Mode:
full-time | online

Language:
Polish | English



Obtained title:
bachelor's degree

Why is it worth choosing these studies?

Completion of this specialization prepares you to work in the field of building PR communication strategies and image shaping, as well as establishing positive relations with the social and business environment during cooperation in campaign management and cooperation with the media.

It enables the acquisition of skills in solving crisis situations, the art of discussing and negotiating, as well as in the area of presentation and self-presentation.

What you can do after study



The specialization allows you to work in areas dealing with broadly understood PR and communication in companies (PR agencies) and on the media market as a PR person.

This program is for you if:

You can make contacts easily

You are interested in media and communication

You are considering working in the field of business communication and negotiation



Curriculum and study structure

Study last 3 years (6 semesters), are worth 180 ECTS credits , end with a bachelor's degree.

The study program covers issues related to the understanding and practical use of knowledge in political science in various spheres of social activity.

FIRST YEAR OF STUDIES

The first year of studies is dominated by subjects which, regardless of the chosen field of study, provide broad horizons of thinking and understanding of concepts and basic issues in a given field of study. As a result, you will gain knowledge and skills that will help you find yourself in many different professions in the future, and prepare to undertake interdisciplinary projects, which is particularly important and valued on the labor market today. From the second semester, the classes introduce more and more detailed content specific to the selected field of study.

FIRST SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
SCIENCE ABOUT STATE, LAW AND POLITICS	5	L	30/24
INTRODUCTION TO PSYCHOLOGY	5	L	30/24
ACADEMIC SKILLS	2	C	15/8
INTRODUCTION TO PHILOSOPHY	4	L	30/24
ORGANIZATION AND MANAGEMENT THEORY	5	L	30/24
BASICS OF SOCIAL COMMUNICATION	4	L	30/24

SECOND SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
FOREIGN LANGUAGE	2	E	24/16
SPORTS AND RECREATIONAL ACTIVITIES	0	E	30
RESEARCH METHODOLOGY IN SOCIAL SCIENCES	4	C	24/16
INTRODUCTION TO JURISPRUDENCE	5	L, E	60/40
CONSTITUTIONAL LAW AND POLITICAL SYSTEM OF THE POLAND	5	L, E	60/40
CONTACTS WITH THE MEDIA	4	C	30/24
PUBLIC ADMINISTRATION	4	L	30/24
BASICS OF SOCIOLOGY	3	L	30/24

SECOND YEAR OF STUDIES

During the second year of studies, subjects focused on the chosen field of study are introduced to the curriculum. They allow you to deepen your knowledge and acquire competences necessary to understand and use knowledge in the field of political science in various spheres of social activity.

THIRD SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
FOREIGN LANGUAGE	2	E	24/16
SPORTS AND RECREATIONAL ACTIVITIES	0	E	30
CONTEMPORARY POLITICAL THOUGHT	6	L, E	60/40
POLITICAL MARKETING	6	L, E	60/40
POLITICAL COMMUNICATION	4	L	30/24
DIPLOMACY	4	L	30/24
CONTEMPORARY SOCIAL MOVEMENTS	4	C	30/24
INFORMATION SOCIETY	4	E	30/24

FOURTH SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
FOREIGN LANGUAGE	2	E	24/16
CONTEMPORARY POLITICAL SYSTEMS	4	L	30/24
INTERNATIONAL SECURITY	3	C	30/24
EUROPEAN INTEGRATION	7	L, E	60/40
INTERNATIONAL POLITICAL RELATIONS	5	L	30/24
SELF-GOVERNMENT AND LOCAL POLICY	5	C	30/24
POLITICAL BRAND IN THE PUBLIC SPACE	4	C	30/24

Curriculum and study structure

THIRD YEAR OF STUDIES

In the third year of studies, you can choose a subject in the field of social communication and public relations to gain specialist preparation for PR. In each semester, you can choose 4 out of 6 specialty subjects.

FIFTH SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
FOREIGN LANGUAGE	10	E	24/16
PROJECT PREPARATION METHODOLOGY	3	C	30/16
SCHOOL OF BUSINESS PRACTICE	4	C	24/16
APPRENTICESHIPS	10	PR	125/125
MARKETING MANAGEMENT	5	L, E	60/40
FOUNDATIONS FOR NEGOTIATIONS AND MEDIATION	5	L, E	60/40
SHAPING THE PUBLIC OPINION	5	L, E	60/40
MODERN MEDIA	3	C	30/16
RESPONDING TO CRITICISM	3	C	30/16
LEGAL ASPECTS OF PUBLIC RELATIONS	3	C	30/16

SIXTH SEMESTER

SUBJECT NAME	ECTS	LECTURE METHOD	AMOUNT OF HOURS (ST/NST)
SCHOOL OF BUSINESS PRACTICE	4	C	24/16
SOCIO-ECONOMIC PROJECT	4	OW	100/100
APPRENTICESHIPS	3	PR	125/125
DIPLOMA EXAM	3	OW	75/75
PUBLIC RELATIONS TECHNIQUES	5	L	60/40
SOCIAL PSYCHOLOGY	5	L, E	60/40
INFORMATION ENGINEERING	5	L, E	60/40
COMMUNICATING WITH THE ENVIRONMENT	3	C	30/16
TECHNIQUES FOR USING THE INTERNET	3	C	30/16
STYLING AND CULTURE IN THE MEDIA	3	C	30/16

Tuition fees

FIXED TUITION - FLEXIBLE PAYMENTS

By choosing to study at UEHS, you can be sure that the tuition fee will not change throughout the duration of your studies. You can pay the tuition fee once for the entire year of study or spread over a semester payment. This allows you to decide how you want to plan your expenses.

REDUCE THE COST OF YOUR STUDIES

As part of the UEHS discount programme, you can take advantage of various reductions and promotions. They are usually applied in the first year of study. It means that your tuition fees will be reduced by the amount of the discounts granted. Candidates who register and pay their tuition fees within one month of registration will receive an English language course for free. The course covers 80 hours of English classes and 20 hours of classes of Polish culture.

FEES

EU&OTHER COUNTRIES GROUP

YEAR OF STUDY	ANNUALLY	PER SEMESTER
1st year	2300 €	1300 €
2nd and 3rd	2300 €	1300 €

OTHER COUNTRIES

YEAR OF STUDY	ANNUALLY	PER SEMESTER
1st year	3300 €	1800 €
2nd and 3rd	3300 €	1800 €

Scholarships - easier than you think



While studying at UEHS, you can take advantage of a wide range of financial support from the state budget and European funds, as well as benefit from special discounts with UEHS discount program

You can submit most scholarship applications quickly and easily through your online account.

2020/2021 ACADEMIC YEAR

292

RECTOR'S
SCHOLARSHIPS

106

SOCIAL
SCHOLARSHIPS

79

SCHOLARSHIPS
FOR PEOPLE
WITH DISABILITIES

PLN 1,890,289.35 was spent in 2019 on scholarships
PLN 2,911,662.50 was spent in 2020 on scholarships

**SCHOLARSHIP • SPORTS SCHOLARSHIPS • SOCIAL SCHOLARSHIPS
• SPECIAL SCHOLARSHIPS FOR DISABLED PEOPLE • ALLOWANCES**