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**Title**

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**Abstract**

This article presents the practical application of the public relations process through an analysis of its consecutive phases with reference to the Wroclaw University of Economics, Poland. The author examines the four phases of the process (research, action, communication, and evaluation), concentrating on the first phase, situation analysis. The diagnostic phase is based on research that was carried out among students of the university that gave rise to a sample consisting of 1,123 respondents to a questionnaire. The main aim of the research was to identify the opinions and attitudes of students in regard to their university, their evaluation of the way it functions, and their perceptions of its image. (HRK / Abstract übernommen)