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**THE ROLE OF COMMUNICATION COMPETENCES  
IN THE UNIVERSITY'S PROMOTIONAL AND IMAGE STRATEGY  
ON THE EXAMPLE OF THE STATE UNIVERSITY OF APPLIED SCIENCES  
IN JAROSŁAW**

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**SUMMARY**

The subject of the dissertation is to present the role of communication competences in the promotional and image strategy of the university on the example of the State University of Applied Sciences in Jarosław. The aim of the work is to confirm the need for communication competences in promotional and image communication. The work presents the concept of communication and its types based on the literature on the subject and the definition of social communication, including marketing and image communication. Moreover, the importance of communication and language competences was discussed. The research focused on the qualitative analysis of the content of the university's development strategy, including its mission and vision, and on the analysis of the regulations contained in the Statute of PANS in Jarosław. The subject of the research presented in the dissertation covered press articles published between 2016 and 2024, describing the image of the university in the press. A quantitative and qualitative analysis of the content of magazines was made, showing communication competences in the promotional and image strategy of the university.

In the theoretical part, in addition to the description of the institution under study, the specificity of image promotion of the university with its brand, its recipients and the environment was analyzed. The mission, goals and promotional and image strategy are described. A catalog of promotional activities of the university is also described. The important role of specific communication competences, profiled for the numerous and diverse functions performed by the university, in building the promotional and image strategy of higher education institutions was pointed out.

**Keywords:** communication, communication competences, university brand, university promotion, image, mission, external stakeholders

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