

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OT	4	0

Contact

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Use of languages

Principal working language: english (eng)
Some groups entirely in English: Yes
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Prerequisites

No need any prerequisite.

The language used is English at all the sessions.

Objectives and Contextualisation

- Understand the principles and concepts related to negotiation in several areas.
- Develop tools and resources to negotiate successfully.
- Identify the skills and abilities that allow managers to effectively manage teams.
- Promoting leadership itself with a professional approach.
- Acquire resources and tools for people management.

Skills

- Demonstrate knowledge of management theories in the management of advertising companies and organisations.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Learning outcomes

1. Differentiate the formats for presenting public relations activities (consultancies, special events, fairs, crisis management, publicity, etc.).
2. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Content

1. Introduction to negotiation
2. Strategies
3. Interest-based negotiation
4. Agreements
5. Film "Twelve Angry Men"
6. Introduction to Leadership
7. Leadership and business organizations

8. Motivation
9. Delegation and teamwork
10. Practice sessions

Methodology

The classes are very dynamic, with many case studies, participatory debate, exercises and little theoretical content. Sometimes bring reality to the classroom.

The learning system will focus on learning by doing or learning on the job.

Some sessions will be attended by invited professionals from companies to present case studies on leadership and negotiation.

We will work in class to complement a project relative on mass media examples.

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			
Tutorial	50	2	2, 1
Type: Supervised			
Reading, analytics, tests and works	20	0.8	2, 1
Type: Autonomous			
Theory and exercises	60	2.4	2, 1

Evaluation

Combining lectures with practical application.

Attendance 30%

Participation 30%

Teamwork 40%

Teamwork

Negotiation.

Location and research negotiation examples (good and bad executed) in film, mass media, etc. Materials should be used only from September 2016 to June 2017. The aim is to make the student connect with real cases of negotiation. Teams must provide a document at the end of the course in PowerPoint (one example per slide) and a document in a Word format apart to explain each case (why it has chosen, how did you find it, what did you learn, strengths and weaknesses...).

Leadership.

Location and research leadership examples (good and bad executed) in film, mass media, etc. Materials should be used only from September 2016 to June 2017. The aim is to make the student connect with real cases

of leadership. Teams must provide a document at the end of the course in PowerPoint (one example per slide) and a document in a Word format apart to explain each case (why it has chosen, how did you find it, what did you learn, strengths and weaknesses...).

Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
Combining lectures with practical application.	Assistance, participation, teamwork	20	0.8	2, 1

Bibliography

Jim McGrath & Bob Bates (2014), El Pequeño Libro De Las Grandes Teorías Del Management

Alberoni, Francesco (2003): El arte de liderar

Kapsto, Stein (2006): 4 Retos para un líder; una fábula sobre cómo ayudar a los demás a dar lo mejor de sí mismos

Castiñeira, Angel (2012): El poliedro del lideratge

Palomo Vadillo, M^a Teresa (2010): Liderazgo y motivación de equipos de trabajo

Lencioni Patrick (2003): Las cinco disfunciones de un equipo: un inteligente modelo para formar un equipo cohesionado y eficaz

Bryman, Alan (1992): Charisma & leadership in organisations

Senge, Peter (1995): La quinta disciplina: cómo impulsar el aprendizaje en la organización inteligente

Anderson, Dana (2005): Coaching that counts

Ury, William (2005): Alcanzar la paz: resolución de conflictos y mediación en la familia, el trabajo y el mundo

Munduate Jaca, Lourdes (2005): Gestión de conflicto, negociación y medición

Winkler, John (2004): Como negociar para mejorar resultados

Fisher, Ury, Pattow (2011): Obtenga el sí: el arte de negociar sin ceder

Ury, William (2012): ¡Supere el no! Cómo negociar con personas que adoptan posiciones inflexibles

Mnookin, Robert (2002): Resolver conflictos y alcanzar acuerdos

Pease, Allan (2012): El arte de negociar y persuadir

De Manuel Dasi, Fernando (1996): Comunicación y negociación comercial