

Public Relations in Specific Sectors

Code: 103156
ECTS Credits: 6

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

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Prerequisites

Students must have passed the subject of Theory and Structure of Public Relations

Objectives and Contextualisation

- Present to the students public relations from different and disruptive perspectives, as well as the value that the business communications strategies bring to the business.
- Develop the critical spirit necessary to know and analyze in depth business, products, services and companies from different sectors to design specific RRPP actions.
- Understand the role of public relations as an effective communication tool for all types of organizations.

Competences

- 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 public relations for specific sectors.

2. The PRPs in the environment of start-ups and SMEs. Effective actions
3. Events in a multinational environment (B2B and large consumption). P
4. Public relations in the motor sector. Gung-Ho and Cross Cultural Awar
5. Public relations in the third sector. The perspective of NGOs. Compart
6. Public relations around Technology.
7. Public relations in the political context and in an electoral process. Pra
8. Product Placement and Branded Content. An approach to the new act

Methodology

The classes will be very dynamic, with many practical cases, participatory debate, exercises and little theoretical
The learning system will focus on learning by doing or learning on the job

From these examples students will do a class work that can be complemented at home before handing it over to

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Supervised			
Group work. PR Plan.	40	1.6	2
Type: Autonomous			
PR project Real case study.	50	2	1

Assessment

Assistance 20%

Participation 20%
Working in groups 60%

Work in groups
Public relations plan for a company (the professor will choose the brand)
It will be necessary to attach a memory in Word that will consist of how th
The teaching staff will take into account the quality of the exposed conce

Those students that obtain a note of 3.5 points will be able to present the

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Class work with real case studies. PR Exercises. Reality in Classroom.	25%	20	0.8	2, 1
PR project Real case study.	50%	40	1.6	2, 1

Bibliography

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