

**Theory and Structure of Public Relations**

Code: 104776  
ECTS Credits: 12

| Degree                                 | Type | Year | Semester |
|----------------------------------------|------|------|----------|
| 2503868 Communication in Organisations | OB   | 1    | A        |

**Contact**

Name: Jose Salvat Sangra  
Email: Josep.Salvat@uab.cat

**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**

It is recommended to read two Public Relations manuals, for example the book by James E. Grunig (consult the bibliography) and "El Director" of David Jiménez, 201

**Objectives and Contextualisation**

- To know the discipline from its theoretical foundations, conceptualization and historical origins.
- To know the professional dimension of the activity in Spain and in the w
- To know the areas of specialization in Public Relations.
- Know the basic tools of Public Relations.
- To know the principles and ethics for the exercise of the profession at or

**Competences**

- Determine the structure and functions of the technological and economic context of organisations.
- Differentiate the principal theories on communication in organisations, which underpin knowledge of the discipline and its different branches.
- Display the ability to lead, negotiate and work in a team.
- Establish communication objectives, and design and apply optimal strategies for communication between organisations and their employees, clients and users, and society in general.
- Search for, select and rank any type of source and document that is useful for creating messages.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Work in compliance with professional codes of conduct.

**Learning Outcomes**

1. Accept disagreement and show no disrespect to other persons, groups or institutions for reasons of race, gender, disability, etc.
2. Adapt to new situations in a constantly changing work environment.
3. Cross-check information to establish its veracity, using evaluation criteria.
4. Explain the theories that characterise persuasive communication in the field of public relations activity.
5. Find what is substantial and relevant in documents within the subject.
6. Generate creative ideas in the workplace.
7. Prepare communication actions aimed at the internal and external clients of an organisation.
8. Present the organisation's messages orally when this is necessary.
9. Recognise the different professional categories and functions of those intervening in an organisation, in order to apply the best public relations techniques for each case.
10. Show initiative and leadership skills.
11. Use the public-relations techniques learnt to disseminate oral and written information about organisations to specific audiences.
12. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

## **Content**

### PROGRAM-THEMATIC:

1. PUBLIC RELATIONS: CONCEPTUALIZATION AND DEFINITION.
2. ORIGIN AND EVOLUTION OF PUBLIC RELATIONS.
3. COMMUNICATION AND PUBLIC RELATIONS: ADVERTISING, PROPAGANDA, PERIODISM, MARKETING.
4. ELS MODELS OF PUBLIC RELATIONS.
5. THE PROFESSION AND ITS OFFICE IN ORGANIZATIONS.
6. AREAS OF SPECIALIZATION OF PUBLIC RELATIONS.
7. BASIC TOOLS OF PUBLIC RELATIONS.
8. CASE STUDY.
9. THE PRINCIPLES AND THE ETHICS OF THE PROFESSIONAL OF PUBLIC RELATIONS.

## **Methodology**

- The teaching staff will carry out participatory master classes with examples of public relations actions and policies, and explanation of practical cases to develop the syllabus.  
The students will carry out academic work throughout the course to identify the competences assumed and specific to the subject:
  - Work in groups. Case analysis (TG).
 This work in groups must be previously approved by the teaching staff to avoid thematic repetitions and will be exposed and debated in class.  
Attendance in the classroom of various professionals active in Public Rel

## **Activities**



| Title              | Hours | ECTS | Learning Outcomes  |
|--------------------|-------|------|--------------------|
| Type: Directed     |       |      |                    |
| Individual project | 75    | 3    | 10, 6, 7, 9, 8, 11 |
| Special PR Guests  | 75    | 3    | 1, 2, 3, 4, 12, 5  |

## Assessment

The subject consists of the following evaluation activities:

- Activity A. Group work on a practical case. Corporate Communication. 2
- Activity B, Group work on a practical case. Communication of start-ups.
- Activity C, Synthesis test (only 1) at the end of the course. 50% on the f

In order to pass the subject, a minimum grade of 5 must be taken in each  
It will be possible to attend the recovery of the synthesis test, should it be

## Assessment Activities

| Title         | Weighting | Hours | ECTS | Learning Outcomes   |
|---------------|-----------|-------|------|---------------------|
| Exam          | 50%       | 2     | 0.08 | 2, 10, 9, 12, 5, 11 |
| Group project | 25%       | 73    | 2.92 | 1, 3, 4, 6, 7, 8    |
| Group project | 25%       | 75    | 3    | 2, 10, 9, 12, 5, 11 |

## Bibliography

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- Arceo, José L. (Coor.) (2004): Las Relaciones Públicas en España. McGraw-Hill, Madrid.
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- Castillo, Antonio (2009): Relaciones Públicas: teoría e historia. UOC, Barcelona. Libro electrónico de Antonio Castillo (Libro de RRPP )(Ant\_Castillo)-pdf
- García, María N. (2008): periodismo, publicidad, cine, comunicación audiovisual y Relaciones Públicas: iconos para un lenguaje democrático. Madrid, Fragua.
- Grunig, James y Hunt, T. (2003): Dirección de Relaciones Públicas. Gestión 2000.com. Barcelona.
- L'Etang, Jean (2000): relaciones públicas, conceptos, práctica y crítica. UOC. Barcelona.
- Morató, Jordi (2011): Comunicació i estratègia. L'empresa vista a través de les ulleres de la comunicació. UOC. Barcelona.
- Palencia-Lefler (2011): 90 técnicas de comunicación y relaciones públicas. Profit, Madrid.
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- Xifra, Jordi, Lalueza, Ferrán (2009): casos de relaciones Públicas y comunicación corporativa. Pearson, Madrid.
- Libro electrónico: Las Relaciones Públicas en la gestión de la Comunicación Interna. pdf.
- COMPLEMENTARIA:

Dewey, John (2004): La opinion pública y sus problemas. Morata, Madrid. Versión española de: The Public and Its Problem (1927).

Heath, Robert L. (Ed.). (2005): Encyclopedia of Public Relations. Sage, Thousand Oaks, Cal.

Noguero, Antoni (1999): "Características principales de la actividad tipificada como industria de las relaciones públicas en España: Sujetos promotores y ejecutores", en Tratado de publicidad y relaciones públicas. Arceo, José Luís (Dir.). Instituto de la Comunicación Institucional y Empresarial de la Universidad Complutense de Madrid, Madrid. Pp. 466-508.

.....(2000): "Relaciones Públicas: Evaluación de la calidad del servicio (Normas ISO 9000) y grado de satisfacción del cliente", en Revista Universitaria de Publicidad y Relaciones Públicas, de la Universidad Complutense de Madrid. ICIE-Universidad Complutense, Madrid, vol. 7, pp. 55-