

Specialist Public Relations Techniques

Code: 103153
ECTS Credits: 6

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

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Prerequisites

None

Objectives and Contextualisation

Know and learn to use the main tools and supports of public relations
Know, differentiate and know how to use with solvency the different types of written materials of public relations.
Approach the basic principles of protocol rules in companies, organizations and institutions.
Learn to organize different types of public relations events from a strategic and production perspective.

Competences

- Analyse market data (competition and brand image) to develop a communication plan.
- Demonstrate knowledge of management theories in the management of advertising companies and organisations.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Learning Outcomes

1. Analyse the principles that lay the foundations for effectiveness analysis (cost-impact ratio).
2. Describe the nature of exchange relations between advertising companies and consumers.
3. Differentiate the formats for presenting public relations activities (consultancies, special events, fairs, crisis management, publicity, etc.).
4. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Content

Public Relations written materials
Protocol and communication
Event planning, organization and execution
Content marketing

Methodology

Combination of theoretical classes with their practical application.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical cases in class	70	2.8	1, 4, 2, 3

Assessment

Case studies in class 60%
Final exam 30%
Class participation 10%

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and participation	15%	5	0.2	1, 3
Case studies in class	50%	60	2.4	1, 4, 2, 3
Final exam	35%	15	0.6	1, 4, 2, 3

Bibliography

Brown, R. (2009): Public Relations and the Social Web.

Curtichs, J.; Fuentes, M. A.; García, Y; y Toca, A. (2011): Sentido Social. La comunicación y el sentido común en la era de la Internet Social. Profit-Tinkle, Barcelona.

Fuetterer, S. (2010): *Mi comunidad¿Me quiere o no me quiere?* Best Relations, Madrid.

Palencia, M. (2011): *90 Técnicas de Relaciones públicas. Manual de Comunicación Corporativa.* Profit, Barcelona. 2ª edición.

Benito, Pilar (1998): *Manual de protocolo, ceremonial y actos públicos.* Film Ideal 2000, Barcelona.

López-Nieto y Mallo, F.(1995): *Manual de protocolo.* Ariel, Barcelona.