

Public Relations Theory and Structure

Code: 103136
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	2	2

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.

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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: Yes

Prerequisites

No prerequisite is necessary.

The teacher in charge of the subject is provisional.

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 world.
- To know the areas of specialization of Public Relations.
- To know the basic areas of Public Relations.
- To know the principles and ethics for the exercise of the profession in the field of organizations.

Competences

- Apply the knowledge of various social science disciplines to the study of culture as a parameter for organising markets, in the field of advertising as the main system of persuasive communication.
- Demonstrate knowledge of the legislation developed in the field of social communication.
- Demonstrate knowledge of the medias social impact.
- Demonstrate knowledge of the professional and economic structure of the medias business system.
- Differentiate the disciplines main theories, fields, conceptual developments, theoretical frameworks and approaches that lay the foundations for the disciplines knowledge and its different areas and sub-areas, as well as its value for professional practice by means of specific cases.

Learning Outcomes

1. Describe the business system structure of the major advertising and public relations groups.

2. Distinguish and explain the main cultural trends underpinning the analysis of persuasive communication.
3. Explain the theories that characterise persuasive communication in the structural field of production, distribution and reception of advertising messages and public relations actions.
4. Identify and describe the mechanisms of building events in the field of advertising and public relations.
5. Interpret legislation developed in the field of advertising and public relations.

Content

THEME 1. Conceptualization and evolution of Public Relations.

THEME 2. Intangible values to be managed.

THEME 3. Areas of expertise and basic PR tools.

THEME 4. The PR professional: principles and ethics.

*The content of the course will be sensitive to aspects related to the gender perspective. The gender perspective will be included in the analysis of the figure of the PR professional.

Methodology

Detailed exposition of the theoretical contents of the syllabus, especially of all the concepts that are imparted in this matter. In this way the students will have a theoretical base that will allow them to carry out, a posteriori, the planned learning activities. With regard to the practical sessions, the class will be divided into subgroups in order to be able to do a more personalised work with the seminar or practical tutors. In these practice sessions, group exercises will be carried out, raised in class, directly related to the specific topics as they are taught. These exercises will implement the method of case study, solving communication problems and / or the reading, analysis and sharing of specialized articles that the teacher considers of interest for the subject matter. As colophon to the subject the students will realize a final practice based on the study of a real experience of management of the PR in a company / institution. This final work will also be done in group (with the same group formed to the practical sessions). In this way, the students will contrast in practice the theoretical knowledge explained in class.

In the virtual campus, students will have links to complementary content for each thematic block. These materials must be read and reviewed in advance both to do the practices and to prepare the final theoretical test.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Autonomous	83.5	3.34	1, 2, 3, 4, 5
Directed	52.5	2.1	1, 2, 3, 4, 5
Supervised	7.5	0.3	1, 2, 3, 4, 5

Assessment

The subject evaluation system is based on the following percentages:

- A) 40% Control of knowledge. The test must be passed (5 or more) to pass the subject (essential condition).
- B) 30% Execution and presentation of the practical exercises.
- C) 30% Realization of the final practice: study on the management and structure of the PR of an organization from primary sources (interview with a PR manager).

$A(40\%) + B(30\%) + C(30\%) = 100\%$ FINAL GRADE OF THE SUBJECT

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Re-evaluation

a) According to regulations, in order to participate in the catch-up process, students must have been previously assessed at least 2/3 of the total evaluable activities of the subject and have obtained at least a 3.5 weighted average grade of the subject.

b) The theory can only be recovered if the pupil in the multiple-choice exam has obtained a score between 3.5 and 4.9. The make-up test will consist of a written test to evaluate theoretical knowledge.

c) The student who has obtained a D in one of the practices either because he has suspended or because he has not presented it (as long as it is for reasons accredited or acceptable by the teaching team) will have the option to present himself to his recovery during the period established ad hoc. The recovery of each practice will consist of the resolution of a case or communication problem in the classroom (day or time to be determined).

d) The final work of the subject (30%) is an evaluable work that cannot be recovered in case of suspension. The reason is because it is practically impossible to carry out another job of these characteristics with the time available to us.

IMPORTANT

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practices	30%	2.25	0.09	1, 2, 3, 4, 5
Presentation final work	30%	2.25	0.09	1, 2, 3, 4, 5
Written test	40%	2	0.08	1, 2, 3, 4, 5

Bibliography

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Barrio, E. (2019). Responsabilidad Social Corporativa. De la noción a la gestión. Barcelona: UOC.

Castillo, Antonio (2009): Relaciones Públicas: teoría e historia. UOC, Barcelona. Libro electrónico de Antonio Castillo (Libro de RRPP)(Ant_Castillo)-pdf.

Costa, Joan (2012) "El Dircom hoy. Dirección y Gestión de la comunicación en la nueva economía". Editado por CPC (Barcelona).

Enrique, Ana y Morales, Francisca (coord.) (2015) "Somos Estrategas". Gedisa (Barcelona).

Grunig, J. y Hunt, T. (2003): Dirección de Relaciones Públicas. Gestión 2000.com. 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.

Xifra, Jordi(2011): Manual de Relaciones Públicas e Institucionales. Tecnos. Madrid.

Software

No specific software is used in this course.