

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

The teacher in charge of the subject is provisional.

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

1. Public Relations written materials.
2. Protocol and communication.
3. Event planning, organization and execution.
4. Content marketing.

Methodology

Theoretical sessions will be combined with the work in practical cases in class. Students will have to autonomously prepare aspects of the cases, do specialized readings and prepare a learning notebook.

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			
Problems	35	1.4	1, 4, 3
Theoretical classes	15	0.6	1, 2, 3
Type: Supervised			
Tutorials	7.5	0.3	1, 4
Type: Autonomous			
Readings, case preparation and learning notebook	84.5	3.38	1, 2, 3

Assessment

A) The practical exercises that will be done in class will be in groups (50%).

B) Individual theoretical final exam 30%. This test will consist of a mix of test-type questions, "true or false" answer premises and case resolution. The minimum grade in the final exam to be able to take the average with the other grades of the subject will be 3. In case of not obtaining this grade, the re-assessment test will have to be done.

C) Learning diary 15%. The evaluation criteria of this tool will be (metacognition 40%, effort and regularity 20%, extension of reflection 20%, writing and format 20%).

REVALUATION

Students who have not reached a 3 in the theoretical exam will be able to re-evaluate. If the re-assessment test did not reach 3, the other grades of the subject could not be averaged and would be considered suspended.

The practical exercises (one or several) may be repeated as long as the teacher so indicates. In case of repeating an exercise, the note that will compute will be the one of the repeated exercise.

The textbook cannot be re-evaluated.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and participation	5%	1	0.04	1, 4
Case studies in class	50%	2	0.08	1, 4, 2, 3
Final exam	30%	3	0.12	1, 4, 2, 3
Learning notebook	15%	2	0.08	1, 4, 2, 3

Bibliography

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

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.

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

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

Software

No specific software required.