

**Communications Offices**

Code: 103160  
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OT	4	2

**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**

Not required

**Objectives and Contextualisation**

Define the role of communication offices in the marketing mix. Analyze its evolution, functions, services and work

- Personal Branding Pla
- Establish a 360° vision "integrated" in the communication of business e
- Corporate and product communication in current business societies.
- The communication plan both internally and externally.

- Application of theoretical knowledge in seminars and cases based on re
- Professional opportunities from the advertising and public relations side

**Competences**

- Demonstrate knowledge of management theories in the management of advertising companies and organisations.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.

- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- Use advanced technologies for optimum professional development.

## Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Communicate using language that is not sexist or discriminatory.
3. Differentiate the formats for presenting public relations activities (consultancies, special events, fairs, crisis management, publicity, etc.).
4. Identify situations in which a change or improvement is needed.
5. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
6. Propose new methods or well-founded alternative solutions.
7. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
8. Propose projects and actions that incorporate the gender perspective.
9. Propose viable projects and actions to boost social, economic and environmental benefits.
10. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
11. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
12. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
13. Use advanced technologies for optimum professional development.
14. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.
15. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

## Content

Study of the functions of the strategic direction of advertising and public relations in organizations.

- Basic tools for the communication management of organizations.
  - Study of the methodologies and sources used for planning advertising r
  - Study of the strategies for the development of marketing actions.
  - Study of the functional characteristics of account management.
  - Operational development of the planner of the communication cabinets
  - Media strategy and advertising supports for communication offices
  - Study and development of public relations in the different organizing se economic and political.
  - Development of the planning of specific Public Relations techniques rel public organizations.
  - Knowledge of the theories of consumer behavior formulated from the di marketing study.
  - Study and analysis of the management processes of the different functi Public relations.
- Additional comments

## Methodology

Master classes and student participation.

- Practical cases for debate and development
- Development of a communication plan based on a real case.

The proposed teaching methodology and evaluation may undergo some

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			
Theoretical and practical classes and seminars	52.5	2.1	1, 10, 5, 15, 6, 7
Type: Supervised			
Tutorials and revision of exercises	7.5	0.3	2, 10, 8, 13, 14
Type: Autonomous			
Individual study, readings, exercises	82.5	3.3	10, 3, 4, 12, 11

## Assessment

Exam: 30%. Recoverable

Works 70%. Recoverable. Configurations for different tests that individual

It is compulsory to attend the classroom for the exhibition of works and u

All activities, both theory and practice (seminars and laboratories), are re

Evaluation activities

Title Weight Hours Credits Learning Outcomes

Theory, Seminars, Tutorials, Readings and theory works 20%; works 70%

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act,

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist of a wor

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	2	0.08	1, 2, 3, 5, 4, 15, 6, 7, 8, 12, 11
Exercises and homeworks	70%	5.5	0.22	2, 10, 5, 8, 9, 11, 13, 14

## Bibliography

In the Moodle classrooms the reference bibliography will be posted

## Software

The subject does not require any software.