

Public Relations Theory and Structure

Code: 103136
ECTS Credits: 6

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

Contact

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Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

Prerequisites

No prerequisite is necessary.

Objectives and Contextualisation

- To know the discipline from its theoretical foundations, conceptualization and historical origins.
- To know the areas of specialization of Public Relations.
- To know the basic tools of Public Relations.
- To know the principles and ethics for the exercise of the profession in the field of organizations.
- To Know the profile of the PR professional.

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 media's social impact.
- Demonstrate knowledge of the professional and economic structure of the media's business system.

- Differentiate the discipline's main theories, fields, conceptual developments, theoretical frameworks and approaches that lay the foundations for the discipline's knowledge and its different areas and sub-areas, as well as its value for professional practice by means of specific cases.
- 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 can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- 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 be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- 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.

Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
3. Communicate using language that is not sexist or discriminatory.
4. Consider how gender stereotypes and roles impinge on the exercise of the profession.
5. Critically analyse the principles, values and procedures that govern the exercise of the profession.
6. Describe the business system structure of the major advertising and public relations groups.
7. Distinguish and explain the main cultural trends underpinning the analysis of persuasive communication.
8. Explain the explicit or implicit code of practice of one's own area of knowledge.
9. Explain the theories that characterise persuasive communication in the structural field of production, distribution and reception of advertising messages and public relations actions.
10. Identify and describe the mechanisms of building events in the field of advertising and public relations.
11. Identify situations in which a change or improvement is needed.
12. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
13. Interpret legislation developed in the field of advertising and public relations.
14. Propose new methods or well-founded alternative solutions.
15. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
16. Propose projects and actions that incorporate the gender perspective.
17. Propose viable projects and actions to boost social, economic and environmental benefits.
18. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
19. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
20. 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.
21. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
22. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
23. 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.
24. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.

Content

THEME 1. Organizational context: management of invisible assets (identity, culture, reputation and CSR).

THEME 2. Conceptualization and evolution of the Public Relations (definition, aims, characteristics, aims, public, models and historical route).

THEME 3. Areas of specialization and basic tools of PR (panoramic review of the diverse areas of specialization emphasizing in the relations with means, the internal communication, the institutional relations, events, protocol and crisis communication; press conference, clipping and press dossier).

THEME 4. The professional of the RRPP (definition, position, responsibilities, capacities, abilities and roles)

*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	6, 7, 9, 10, 13
Directed	52.5	2.1	6, 7, 9, 10, 13
Supervised	7.5	0.3	6, 7, 9, 10, 13

Assessment

Continuous assessment

The subject evaluation system is based on the following percentages:

A) 40% Control of knowledge. The control must be passed (5 or more) to pass the subject (essential condition).

B) 30% Execution and presentation of the practical exercises. All the students must sign 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.

Single assessment

The single assessment system for the subject is based on the following percentages:

A) 30% Control of knowledge: the theoretical control must be passed (5 or more) to pass the subject (essential condition).

B) 20% Resolution of 4 case studies and/or communicative challenges.

C) 20% Research work. Collect 4 scientific articles per topic. Make a reflection and relate concepts for each topic. Maximum 3 pages per topic (total 12 pages + collection of articles or links). In addition, an introduction justifying the choice of articles and some conclusions must be included.

D) 30% Completion of the final practice: study on the management and structure of the PR of an organization from primary sources (interview with a person in charge of PR).

$A(30\%) + B(20\%) + C(20\%) + D(30\%) = 100\%$ FINAL GRADE OF THE SUBJECT

Continuous 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 valuable activities of the subject.

b) The theory can only be recovered if the student in the exam has obtained less 4.9. The examen 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 valuable work that cannot be recovered in case of suspension. The reason is that it is practically impossible to carry out another job of these characteristics with the time available to us.

Single assessment re-evaluation

a) According to regulations, in order to participate in the recovery process, students must have previously been evaluated at least 2/3 of the total valuable activities of the subject.

b) The theory can only be recovered if the student has taken the theoretical test set in the evaluation and has obtained a grade of less than 4.9.

c) The grade achieved in the resolution of cases or communicative challenges will be part of the weighted average of the final grade. Only in case of failing this exercise and if the student considers it, he can choose to recover it with a test of the same nature.

d) The research work and the final work are not recoverable, and the mark obtained in each work (whether passed or not) will form part of the weighted average of the final mark.

IMPORTANT

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

PLAGIARISM

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practices	30%	2.25	0.09	5, 2, 1, 3, 18, 6, 7, 8, 9, 10, 12, 11, 13, 24, 14, 15, 16, 17, 4, 23
Presentation final work	30%	2.25	0.09	3, 18, 6, 7, 9, 10, 13, 16, 22, 21, 19, 20
Written test	40%	2	0.08	6, 7, 9, 10, 13

Bibliography

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

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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).

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

Software

No specific software is used in this course.