

**Specialist Public Relations Techniques**

Code: 103153  
ECTS Credits: 6

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

## 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 required.

## Objectives and Contextualisation

- Know and be able to use tools, tactics and public relations actions.
- Learn to write fluently diverse texts that are used as strategic public relations materials.
- Introduction to protocol in organizations and institutions.
- Learn to organize (tactics and strategy) various forms of events.

## 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.
- Make the knowledge and innovations in the area known publicly.
- 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 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.
- 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. Critically analyse the principles, values and procedures that govern the exercise of the profession.
4. Differentiate the formats for presenting public relations activities (consultancies, special events, fairs, crisis management, publicity, etc.).
5. Identify situations in which a change or improvement is needed.
6. Make the knowledge and innovations in the area known publicly.
7. Propose projects and actions that incorporate the gender perspective.
8. Propose viable projects and actions to boost social, economic and environmental benefits.
9. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
10. 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.
11. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
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.

## Content

1. Texts used in Public Relations.
2. Approach to the protocol issues.
3. Organization of events.
4. Influencers Marketing and Branded Content.

## Methodology

Very practical course. With less theory in the classroom, the essential, and many real cases of companies that we will see in class.

Students will have to work in groups and individually to achieve optimal learning.

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			
Practical lessons	37.5	1.5	9, 4, 11

Theoretical classes	15	0.6	3, 4, 11
Type: Supervised			
Tutorials	7.5	0.3	1, 9, 5
Type: Autonomous			
Readings, case preparation and learning notebook	82.5	3.3	12, 10

## Assessment

This subject continues to be assessed and does not provide for a single evaluation.

Evaluation consists of:

- A) The practical exercises that will be carried out in class will be in groups and individual (40%).
- B) Final Project to develop a communication plan for a real company (40%).
- C) Attendance and participation (20%).

### REASSESSMENT

Students who have not reached a 3 in the Final Project will be able to reassess. If the reevaluation test did not reach 3, it would not be possible to average with the rest of the grades of the subject and would be considered suspended.

Students will be entitled to the revaluation of the subject. They should present a minimum of activities (case studies in class and final project) that equals two-thirds of the total grading.

Recoverable activities are the practical case studies made in class and the final project.

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
Attendance and participation	20%	2	0.08	3, 1, 9, 4, 12
Case studies in class	40%	2.5	0.1	1, 9, 6, 5, 8, 13
Final Work	40%	3	0.12	2, 9, 7, 11, 10

## Bibliography

Various online articles from blogs and prescribers

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.