

**Public Relations in Specific Sectors**

Code: 103156  
ECTS Credits: 6

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

## Contact

Name: Jose Salvat Sangra

Email: josep.salvat@uab.cat

## 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

Students must have passed the subject of Theory and Structure of Public Relations.

## Objectives and Contextualisation

- To introduce students to Public Relations in Specific Sectors where the management logic is different.
- To develop the critical spirit necessary to know and analyze in depth the strategic management of communication in these environments.
- To understand the role of Public Relations as a communication tool for all types of organizations.
- To be able to develop communication strategies with limited resources or certain organizational constraints in a creative and effective way.

## 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. 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. Make the knowledge and innovations in the area known publicly.
6. Propose projects and actions that incorporate the gender perspective.
7. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
8. 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.
9. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
10. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
11. Use advanced technologies for optimum professional development.
12. 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.

## Content

1. Introduction to Public Relations for Specific Sectors.
2. PR in the environment of start-ups and midsize companies.
  1. Effective actions with low budget.
4. Events in a multinational environment (B2B and mass market). Case study.
5. Public Relations in the motor sector. Gung-Ho and Cross-cultural Awareness.
  1. The international perspective.
7. Communication in the Third Sector. The perspective of NGOs.
8. The environment of technology companies. Beauty and Automotive Clusters of Catalonia.
9. Strategy in the political context and electoral process. Case study
10. Product Placement and Branded Content.
  1. Approach to the new actions of communication, visibility and notoriety.

The detailed calendar with the content of the different sessions will be presented on the day of the presentation of the subject. It will also be posted on the Virtual Campus where students will be able to find the detailed description of the exercises and practices, the various teaching materials and any information necessary for the appropriate monitoring of the subject.

## Methodology

After a basic theoretical framing of the specificity of the RRPP in the different sectors, the students will be able to

The classes will be very dynamic with activating methods of 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			
Practices and seminars	37.5	1.5	7, 3, 5, 4, 9, 8, 11, 12
Theoretical classes	15	0.6	3, 5, 4, 10, 8, 12
Type: Supervised			
Tutorials	7.5	0.3	1, 3, 9
Type: Autonomous			
Reading texts, carrying out the project, individual study	82.5	3.3	1, 2, 7, 3, 5, 4, 6, 10, 9, 8, 11, 12

## Assessment

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

### EVALUATION ACTIVITIES DESCRIPTION:

- Activity A. Participation and attendance. 20% in the final grade
- Activity B. Work group a PR Strategy. 40% in the final grade
- Activity C, Seminar attendance. 40% in the final grade.

In order to pass the subject, it is necessary to get a minimum grade of 5 in activities A, B, C.

Work in groups

Public relations strategy for an NGO or Public Sector (the teacher will choose). The project will be defended by the students at the end of the semester in the classroom in an agency presentation format. The work will be presented in PowerPoint (canvas, prezi...) in a presentation of no more than 30 minutes per group.

A PDF report must be attached in which it will be stated how the proposal has been carried out, the doubts that the work raises in its preparation and the solutions provided.

The teaching staff will take into account the quality of the concepts exposed, the oratory and safety in the exhibition, the originality in the staging and, among others, the visual identity of the presentation as a whole.

#### Recovery

The students will have the right to recover the subject if they have been evaluated on the set of activities, except for attendance and participation, the weight of which is a minimum of 2/3 of the total grade for the subject.

To be able to take the course recovery, it will be necessary to have obtained an average grade of 3.5. The activities that are excluded from the recovery process are seminars.

#### 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
Assistance and participation	20%	1	0.04	1, 2, 7, 4, 6, 10, 8, 12
Class work with real case studies. PR Exercises. Reality in Classroom.	40%	5	0.2	1, 2, 7, 4, 6, 10, 9, 8, 11
PR project Real case study.	40%	1.5	0.06	1, 2, 7, 3, 5, 6, 9, 8, 11, 12

### Bibliography

- Canel, Maria José & Piqueiras, Paloma y Ortega, Gabriela (2017). La comunicación de la Administración Pública. Conceptos y casos prácticos de los bienes intangibles. Madrid: Instituto Nacional de Administración Pública.
- Canel, Maria Jose, Luoma-aho, Vilma. & Oliveira, Evandro. (2017). Exploring citizens' judgments about the legitimacy of public policies on refugees: In search of clues for governments' communication and public diplomacy strategies. *Journal of Communication Management*, 21 (4), 355-369.
- Chamorro Miró, Juan Manuel (2023). Modelos de diagnóstico de la Cultura Corporativa: una guía práctica para directivos. Autoeditado y disponible en Amazon.
- García Galera, Maria del Carmen; Fernández Muñoz, Cristobal y Del Hoyo, Mercedes (2017) Ciudadanía informada, ciudadanía participativa. La movilización de los jóvenes en el entorno digital. *Prisma Social*, 124-143
- Gonçalves, Gisela & Oliveira, Evandro (2022-In print) *The Routledge Handbook of Non-profit Communication*. Routledge
- Luoma-aho, Vilma. & Canel, Maria José (Eds.), (2020). *Handbook of Public Sector Communication*.

Wiley-Blackwell.

Oliveira, Evandro, Simões, Mariana (2022-forthcoming) A legitimidade através da comunicação no sector público: o caso da câmara municipal da Covilhã em tempos de covid. *Revista Internacional de Relaciones Públicas*.

Oliveira, Evandro (2019) *The Instigatory Theory of NGO Communication*. Springer

Oliveira, Evandro (2017) *Comunicação e legitimação no Terceiro Sector*. In C. Cerqueira, S. Lamy (Eds.)

Vozes Plurais. A comunicação das organizações da sociedade civil (pp 65-82). Documenta, Sopcom.

Oliveira, Evandro & Gonçalves, Gisela. (2016). Talk to me and I will talk for you: Relationships between Citizens and Politics on the example of Portuguese Members of Parliament online communication. In Dahlgreen, P., Gonçalves, G., & Serra, J. P. (Eds). *Politics and Web 2.0*. (pp. 89-121) Vernon Press.

Oliveira, Evandro, Melo, Ana, & Gonçalves, Gisela. (2016) *Strategic Communication for Non-Profit Organisations* [Hardback] Challenges and Alternative Approaches. Vernon Press.

Oliveira, Evandro (2015). A Comunicação em Organizações sem fins lucrativos. In Carvalho, Susana, Portugal, Maria. & Caetano, Joaquim. (Hrsg.), *Relações Públicas e Comunicação Organizacional*. Volume V: Coleção Desafios da Globalização (S. 327-376) Lisboa: Escolar Editora

Oliveira, Evandro (2011). *Comunicação estratégica integrada para a participação cívica, activismo e campanhas para mudanças em organizações sem fins lucrativos : Greenpeace, Amnistia e Ser+ em Portugal*. Universidade do Minho. Open Access <http://hdl.handle.net/1822/13951>

---

## Software

No software required.