

Communications Offices

Code: 103160
ECTS Credits: 6

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

Contact

Name: Santiago Jordán Ávila

Email: santiago.jordan@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

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.

- Eines bàsiques per a la gestió de la comunicació de les organitzacions.
- Study of the methodologies and fonts used for the planning of advertising campaigns.
- Study of the strategies for the development of marketing actions.
- Study of the functional characteristics of the account management.
- Operational development of the planner of the communication offices.
- Strategy of meetings and publicity supports of the communication cabinets

- Study and development of public relations in the different sectors organizing social activities,

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

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

The evaluation consists of:

Exam: 30%. Recoverable

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

- The presence in the classroom for the exhibition of the works and cases developed is obligatory, the test of knowledge must be approved to approve the subject.

Recovery.

All activities, both theory and practice (seminaries and laboratories), are recoverable as long as the students have been evaluated at least 2/3 of the total of evaluable activities.

In case the student performs any irregularities that may lead to a significant variation in the rating of an assessment act, this evaluation act will be rated with 0 regardless of the disciplinary process that can be instructed. In the event of several irregularities in the evaluation acts of the same subject, the final qualification of that subject will be 0.

In the case of second enrolment, students will be able to carry out a single synthetic test, which will consist of the preparation of a work. The subject grade will correspond to the summary test grade

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.