

Theory and Structure of Public Relations

Code: 104776
ECTS Credits: 12

Degree	Type	Year	Semester
2503868 Communication in Organisations	OB	1	A

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.

Teachers

Estrella Barrio Fraile

Prerequisites

No prerequisite is necessary.

Objectives and Contextualisation

- To know the discipline from its theoretical foundations, conceptualization and historical origins.
- To know the professional dimension of the activity in Spain and in the world in PR.
- To know the areas of specialization in Public Relations.
- To know the basic tools of Public Relations.
- To know the principles and ethics for the exercise of the profession at organizations.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Determine the structure and functions of the technological and economic context of organisations.
- Differentiate the principal theories on communication in organisations, which underpin knowledge of the discipline and its different branches.
- Display the ability to lead, negotiate and work in a team.

- Establish communication objectives, and design and apply optimal strategies for communication between organisations and their employees, clients and users, and society in general.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Search for, select and rank any type of source and document that is useful for creating messages.
- 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 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.
- Work in compliance with professional codes of conduct.

Learning Outcomes

1. Accept disagreement and show no disrespect to other persons, groups or institutions for reasons of race, gender, disability, etc.
2. Adapt to new situations in a constantly changing work environment.
3. Analyse the indicators of sustainability of academic and professional activities in the areas of knowledge, integrating social, economic and environmental dimensions.
4. Communicate using language that is not sexist or discriminatory.
5. Critically analyse the principles, values and procedures that govern the exercise of the profession.
6. Cross-check information to establish its veracity, using evaluation criteria.
7. Explain the theories that characterise persuasive communication in the field of public relations activity.
8. Find what is substantial and relevant in documents within the subject.
9. Generate creative ideas in the workplace.
10. Identify situations in which a change or improvement is needed.
11. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
12. Prepare communication actions aimed at the internal and external clients of an organisation.
13. Present the organisation's messages orally when this is necessary.
14. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
15. Propose projects and actions that incorporate the gender perspective.
16. Recognise the different professional categories and functions of those intervening in an organisation, in order to apply the best public relations techniques for each case.
17. Show initiative and leadership skills.
18. Use the public-relations techniques learnt to disseminate oral and written information about organisations to specific audiences.
19. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

Content

Theme 1: Public Relations: conceptualization and definition

Theme 2: Fundamental concepts of Public Relations

Theme 3: Origin and evolution of Public Relations

Theme 4: Public Relations management models

Theme 5: The profession and its deployment to organisations

Theme 6: Research challenges in Public Relations

Theme 7: Specialization areas of Public Relations

Theme 8: The principles and ethics of the pr professional

* 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.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, 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.

Methodology

The subject is divided into theoretical and practical sessions. Theoretical sessions consist of presenting the general concepts of the topic and the reflection and debate of the students from the suggested readings. And the practical sessions will include practical exercises and group activities to assimilate the theoretical aspects presented.

The students will have access to supplementary materials related to each thematic block on the virtual campus. These materials should be read and reviewed in advance to complete the activities.

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			
Exposure and practices sessions	160	6.4	17, 7, 9, 12, 16, 13, 18
Type: Supervised			
Assessment	25	1	7, 12, 16, 19, 18
Type: Autonomous			
Jobs, practices and readings	95	3.8	2, 6, 17, 9, 12, 16, 19, 8

Assessment

The evaluation system criteria are the following:

- Activity A: Knowledge control (40% in the final grade): final theoretical examination. It is necessary to obtain a grade equal to or greater than 5.0 to pass the subject (indispensable condition).
- Activity B: Implementation and presentation of practical activities (30% in the final grade). Activities not presented in time and form will get a score equal to 0.0. The overall rating of criterion B shall be derived from the average of the set of activity notes.

- Activity C: Completion and presentation of the final practical work (30% in the final grade). Activities not presented in time and form will get a score equal to 0.0.

$A (40\%) + B (30\%) + C (30\%) = 100\% \text{ FINAL GRADE}$

* In order to pass the subject, it is mandatory to obtain a mark equal to or greater than 5.0 each of the assessment criteria (A, B and C).

Re-evaluation

a) To participate in the re-evaluation process, students must have previously presented at least 2/3 assessable activities of the subject and have obtained a grade of 3.5 in the weighted average grade of the subject and have obtained at least a 3.5 weighted average grade of the subject.

b) Students can recover theory if they have obtained between a 3.5 and a 4.9 in the qualification of the theoretical test. The recovery test will consist of a theoretical knowledge assessment exam.

c) Students will have the option of presenting themselves for recovery during the period established ad hoc if they have obtained a D in one of the practices (as long as it is for reasons duly accredited and accepted by the teaching team). Recovery practices will consist of resolving a case or communication problem in the classroom (day/hour to be determined).

d) Students cannot recover the final work of the subject (30%) because it is practically impossible to carry out another activity of these characteristics with the time available.

This subject doesn't provide for the single assessment system.

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
Final project	30%	3	0.12	1, 5, 3, 4, 6, 7, 9, 11, 10, 12, 14, 15, 13
Practical activities	30%	15	0.6	2, 5, 3, 17, 11, 14, 15, 16, 19, 8, 18
Theoretical exam	40%	2	0.08	2, 5, 3, 4, 17, 11, 10, 16, 19, 8, 18

Bibliography

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- Barquero, José Daniel (2008): El libro de oro de las Relaciones Públicas y el marketing (recurso electrónico). Barcelona, Deusto.
- Castillo, Antonio (2009): Relaciones Públicas: teoría e historia. UOC, Barcelona. Libro electrónico de Antonio Castillo (Libro de RRPP)(Ant_Castillo)-pdf
- Costa, Joan (2008) El Dircom hoy. Dirección y gestión de la comunicación en la nueva economía. Costa Punto Com Editor (CPC).

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Software

No specific computer program is required for this assignment.