UAB
Universitat Autònoma de Barcelona

Specialist Public Relations Techniques

Code: 103153
ECTS Credits: 6

2024/2025

Degree	Type	Year
2501935 Advertising and Public Relations	OT	4

Contact

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Teaching groups languages

You can view this information at the end of this document.

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.

Learning Outcomes

1. CM26 (Competence) Plan events in appropriate formats to reinforce the intangible value of organisations.
2. CM28 (Competence) Devise organisational protocols to ensure inclusive communication. .
3. KM29 (Knowledge) Distinguish the scope of the stages of analysis, diagnosis, strategy, and action involved in the design and planning of public relations actions.
4. KM31 (Knowledge) Recognise the value of corporate identity, social responsibility, and the reputation of organisations for the correct management of their internal and external communication.
5. SM25 (Skill) Interpret the needs of different business sectors to adapt public relations strategies to communication objectives
6. SM26 (Skill) Analyse the target to determine the most suitable insights for the design of the PR strategies.

Content

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

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical lessons	37.5	1.5	CM26, KM29, SM26, CM26
Theoretical classes	15	0.6	CM28, KM29, KM31, SM26, CM28
Type: Supervised			
Tutorials	7.5	0.3	KM31, KM31
Type: Autonomous			
Readings, case preparation and learning notebook	82.5	3.3	CM28, KM31, SM25, CM28

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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and participation	20%	2	0.08	KM29
Case studies in class	40%	2.5	0.1	CM26, CM28, KM31, SM26
Final Work	40%	3	0.12	CM26, KM31, SM25, SM26

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.

UNIQUE ASSESSMENT

This subject contemplates the possibility of a single assessment that will be based on the following percentages:

A) 40% Theory test. It must be approved (5 or more) to pass the subject

B) 30% Practical exercise of a case study

C) 30% Final work: Relational communication plan of an organization

Recovery: single assessment

a) To be able to participate in the recovery process, the student must have previously been assessed for at least2/3 of the subject's total assessable activities.

b) The theory test can only be retaken if the student has obtained a grade lower than 4.9. The recovery test will consist of a written test to assess theoretical knowledge.

c) The grade obtained in the practical exercise of a case study will form part of the weighted average of the final grade. Only in the case of suspending this test and if the student considers it so, can he choose to recover it with a test of the same nature.

d) The final work of the subject (30%) is an assessable work that cannot be recovered in case of suspension.

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

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.

Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	51	Catalan/Spanish	second semester	afternoon
(TE) Theory	5	Catalan/Spanish	second semester	afternoon