

Communications Offices

Code: 103160
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

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

Learning Outcomes

1. CM26 (Competence) Plan events in appropriate formats to reinforce the intangible value of organisations.
2. CM27 (Competence) Design the internal and external communication of an organisation with a focus on stakeholders.

3. KM30 (Knowledge) Recognise the intangible value of organisations and their audiences as strategic linchpins for the design and planning of public relations initiatives.
4. SM25 (Skill) Interpret the needs of different business sectors to adapt public relations strategies to communication objectives

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,

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical and practical classes and seminars	52.5	2.1	CM26, CM27, KM30, SM25
Type: Supervised			
Tutorials and revision of exercises	7.5	0.3	CM27, KM30, SM25
Type: Autonomous			
Individual study, readings, exercises	82.5	3.3	KM30, SM25

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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	2	0.08	CM26, CM27, KM30, SM25
Exercises and homeworks	70%	5.5	0.22	CM26, CM27, KM30, SM25

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.

This subject offers the possibility of single assessment. The conditions for being assessed and evaluated in this way will be explained on the first day of class.

Bibliography

In the Moodle classrooms the reference bibliography will be posted

Software

The subject does not require any software.

Language list

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

PROVISIONAL