

Specialist Public Relations Techniques

Code: 103153
ECTS Credits: 6

2025/2026

Degree	Type	Year
Advertising and Public Relations	OP	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.
- 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. internal communication
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	
Theoretical classes	15	0.6	
Type: Supervised			
Tutorials	7.5	0.3	
Type: Autonomous			
Readings, case preparation and learning notebook	82.5	3.3	

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.

Subject planning and Virtual Campus

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for elective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

Note:

The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

Note:

15 minutes of a class will be reserved, within the calendar established by the center/degree, for students to complete the surveys to evaluate the performance of the teaching staff and to evaluate the subject/module.

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

Continuous Assessment Activities

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

This subject recommends continuous assessment, but also provides the option of a single assessment.

The continuous 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.

SINGLE EVALUATION

This subject includes the possibility of a single evaluation that will be based on the following percentages:

- A) 40% Theoretical test. Must be approved (5 or more) to pass the subject
- B) 30% Practical exercise of a case study
- C) 30% Final project: Relational communication plan of an organization

Notes:

-The single evaluation will have a single evaluation date. On this date, the student

must take at least one mandatory in-person test and on this same date submit the other activities.

-Important: In order to be eligible for the single evaluation, in-person attendance at the practical sessions of the subject will be necessary.

Single evaluation recovery

- a) To be able to participate in the recovery process, the student must have previously been evaluated for at least 2/3 of the total assessable activities of the subject.
- b) The theory test can only be retaken if the student has obtained a grade lower than 4.9. The retake 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 event of failing this test and if the student so wishes, will they be able to opt to retake it with a test of the same nature.

d) The final project of the subject (30%) is an assessable work that cannot be retaken if they fail it.

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

Not Assessable

When it is considered that the student has not been able to provide sufficient evidence of assessment, has not carried out the practices and has not attended 50% of the classes, he will be classified as not assessable.

Artificial Intelligence (AI)

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for [specify tasks, for example: Support tasks, such as bibliographic or information searches, text correction, or translations.

Students must clearly identify any parts generated with these technologies, specify the tools used, and include a critical reflection on how AI has

influenced the process and final outcome of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

Bibliography

During the course, multiple online articles from blogs and influencers will be offered on each topic covered in class.

Brown, Rob. (2009): Public Relations and the Social Web.

Curtichs, Javier; Fuentes, Mauro Antonio; Garcia, Yolanda; Toca, Antonio (2011): Sentido Social. La comunicación y el sentido común en la era de la Internet Social. Profit-Tinkle, Barcelona.

Fuetterer, Stephan. (2010): Mi comunidad¿Me quiere o no me quiere? Best Relations, Madrid.

López-Nieto y Mallo, Francisco. (1995): Manual de protocolo. Ariel, Barcelona.

Palencia, Manuel. (2011): 90 Técnicas de Relaciones públicas. Manual de Comunicación Corporativa. Profit, Barcelona. 2ª edición.

Aced, Cristina (2013) Relaciones Públicas 2.0: Cómo gestionar la comunicación corporativa en el entorno digital. Editorial UOC

Muñoz, Maria Soledad (2016): Protocolo y relaciones públicas Editorial Paraninfo

Vieira, Edward T. Jr and Li, Yulong (2024), Public Relations Planning: A Practical Guide for Strategic Communication, Routledge

Gragory, Anne and Willis, Paul (2022), Strategic Public Relations Leadership. Routledge

Software

No specific software required.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

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