UAB
Universitat Autònoma de Barcelona

Public Relations Techniques and Tools

Code: 107755
ECTS Credits: 6

2025/2026

Degree	Type	Year
Communication in Organisations	OB	1

Contact

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Teaching groups languages

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

Prerequisites

There are no prerequisites for this subject.

Objectives and Contextualisation

- To introduce the professional field of Public Relations by addressing its theoretical foundations and areas of practice.

- To identify and distinguish existing Public Relations techniques and tools, both in relation to different stakeholders (internal and external) and from a transversal perspective.

- To analyse and apply Public Relations techniques and tools in organisational contexts, taking into account their ethical, communicative and relational implications.

Learning Outcomes

1. CM22 (Competence) Implement communication projects about the organisation in all types of media for the organisation's internal and external audiences CT07).
2. CM22 (Competence) Implement communication projects about the organisation in all types of media for the organisation's internal and external audiences CT07).
3. CM24 (Competence) Devise projects for the organisation of different kinds of events for different organisations, taking into account the protocols that govern each organisation and the type of event.
4. CM24 (Competence) Devise projects for the organisation of different kinds of events for different organisations, taking into account the protocols that govern each organisation and the type of event.
5. KM20 (Knowledge) Identify the different phases involved in the development of a corporate communication plan for any type of organisation, taking into account the importance of its main intangible values.
6. KM21 (Knowledge) Distinguish the type and functions of the different subjects that comprise organisations in order to apply the best public relations techniques to each case.
7. KM23 (Knowledge) Describe the mechanisms for planning events and each of their specific objectives, advantages and risks for organisations.

8. KM23 (Knowledge) Describe the mechanisms for planning events and each of their specific objectives, advantages and risks for organisations.
9. SM19 (Skill) Apply the theoretical principles of persuasive communication and public relations when developing organisational communication strategies.
10. SM19 (Skill) Apply the theoretical principles of persuasive communication and public relations when developing organisational communication strategies.
11. SM19 (Skill) Apply the theoretical principles of persuasive communication and public relations when developing organisational communication strategies.
12. SM20 (Skill) Plan communication strategies between organisations and their audiences, both internal and external, that favour dialogue and allow messages to better reach society as a whole.
13. SM20 (Skill) Plan communication strategies between organisations and their audiences, both internal and external, that favour dialogue and allow messages to better reach society as a whole.
14. SM20 (Skill) Plan communication strategies between organisations and their audiences, both internal and external, that favour dialogue and allow messages to better reach society as a whole.
15. SM20 (Skill) Plan communication strategies between organisations and their audiences, both internal and external, that favour dialogue and allow messages to better reach society as a whole.

Content

This course introduces students to the theoretical and practical understanding of Public Relations as a professional discipline and provides a structured overview of the main techniques and tools used in the professional practice. The content is organised according to organisational stakeholders, considering both specific and transversal techniques and tools.

Unit 1: Introduction to Public Relations as a Professional Practice

- What is Public Relations? Definition and areas of practice.

- Public Relations, advertising, marketing, journalism and corporate communication: differences and convergences.

- Models of Public Relations.

- The strategic, ethical and social role of the Public Relations professional.

Unit 2: Public Relations Techniques and Tools

- What are techniques and tools in Public Relations?

- Classification criteria: function, channel, stakeholders.

- Techniques and tools for internal stakeholders.

- Techniques and tools for external stakeholders.

- Transversal techniques and tools.

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

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			

Lectures and practicas activities	48	1.92	CM24, KM20, KM21, KM23, SM19, SM20, CM24

Type: Supervised

Tutorials	8	0.32	CM22, CM24, SM20, CM22

Type: Autonomous

Readings, preparation of practicals and tests, and completion of assignments	84.5	3.38	CM22, CM24, KM20, KM21, SM19, SM20, CM22

This course includes guided activities through lectures and practical sessions, complemented by students' independent work and supervised activities:

Guided activities: include lectures and practical seminars.

- Lectures: provide a detailed presentation of the theoretical content of the syllabus. These sessions offer the theoretical foundation necessary for students to undertake subsequent learning activities.

- Practical sessions: the class will be divided into subgroups to work more closely with the lecturers in charge of the seminars. These sessions will include group exercises directly related to the topics covered, using methods such as case studies and the resolution of communication-related problems or challenges.

Independent work: includes readings, preparation for practical sessions and assessments, as well as the completion of both group and individual assignments.

Supervised activities: include tutorials, oral presentations of assignments, and the final assessment.

Complementary materials for each thematic unit will be made available on the Virtual Campus. These materials should be read and reviewed in advance, both to complete the practical sessions and to prepare for the final theoretical exam.

A detailed calendar with the content of each session will be presented on the first day of the course and will also be available on the course's Virtual Campus, where students will find all teaching materials and relevant information for proper course follow-up. In the event of a change in teaching modality due to force majeure as determined by the competent authorities, the teaching staff will inform students about any changes to the course schedule and teaching methodology.

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
Class participation	10%	2	0.08	KM20, KM21, KM23, SM19
Final project	25%	3	0.12	CM22, CM24, SM19, SM20
Knowledge test	40%	1.5	0.06	KM20, KM21, KM23

Practical exercises	25%	3	0.12	CM22, CM24, SM19, SM20

Continuous assessment

The continuous assessment system for this course is based on the following weightings:

A) 40% Knowledge test: The theoretical examination must be passed (minimum grade: 5.0) to pass the course (this is a mandatory requirement).

B) 25% Completion and presentation of practical exercises: In-class practicals are compulsory. Failure to submit a practical exercise on time will result in a mark of 0.0. The overall grade for criterion B will be calculated as the average of all practical exercise marks.

C) 25% Final project: Analyse and develop a resolution proposal for a communication challenge set by the teaching team within a specific organisational context. Failure to submit the final project on time will result in a mark of 0.0.

D) 10% Class participation: Active participation in class sessions and engagement in classroom discussions and activities will be assessed.

Total: A (40%) + B (25%) + C (25%) + D (10%) = 100% Final course grade

Resit for continuous assessment

a) In accordance with regulations, to be eligible for a resit, students must have been previously assessed in at least 2/3 of all continuous assessment activities and obtained a minimum weighted average final grade of 3.5.

b) Only the theoretical component may be resat if the student took the original test and scored between 3.5 and 4.9. The resit will be a theoretical knowledge exam.

c) Students who receive a D grade for any practical activity, either byfailing or not submitting it (provided there are validated or acceptable reasons), may attempt a resit during the designated period. The resit will consist of solving a communication case or problem in class (to be scheduled).

d) The final project (25%) is not eligible for resit if failed, as it is practically impossible to replicate another work of equivalent complexity during the resit period.

Single assessment

The single assessment system for the course is based on the following weightings:

A) 40% Knowledge test: Oral theoretical examination. The exam must be passed (minimum grade: 5/10) to pass the course.

B) 30% Case study/comms challenges: Resolution of four case studies and/or communication challenges.

C) 30% Final project: Analyse and develop a resolution proposal for a communication challenge set by the teaching team.

Total: A (40%) + B (30%) + C (30%) = 100% Final course grade

Resit for single assessment

a) To participate in the resit, students must have been previously assessed in at least 2/3 of all evaluation activities and achieved a minimum weighted average final grade of 3.5.

b) Only the theoretical component may be resat if the student took the original test and scored between 3.5 and 4.9. The resit will be a written theoretical knowledge test.

c) The combined grade from the case studies and challenges forms part of the final grade. If failed, students may retake it underthe same conditions.

d) The final project (30%) is not resitable if failed, due to the impracticality of replicating such work during the resit period.

Not evaluable

According to point 9 of article 266 of the UAB Academic Regulations: If a student cannot provide sufficient evidence of assessment, the course must be marked as "not evaluable". This course will be deemed non-evaluable if the student fails to complete at least 80% of the evaluable activities.

Plagiarism

If a student engages in any irregularity that may lead to a significant alteration of the grade for an assessment activity, that activity will be graded with a 0, regardless of any disciplinary proceedings that may be initiated. If multiple irregularities occur in assessment activities within the same course, the final grade for that course will be 0.

Artificial Intelligence (AI)

In this course, the use of AI technologies is permitted only for the initial exploration of information or ideas and for grammatical correction of text. However, the teaching staff will specify which types of use are allowed for each practical or evaluable activity. Students must clearly identify the parts generated with AI, specify the tools used, and include a critical reflection on how they influenced the process and final result. Failure to transparently disclose AI usage in an evaluable activity will be considered academic dishonesty and may result in partial or total grade penalties for that activity, or more severe sanctions in case of serious infractions.

Bibliography

- Castillo Esparcia, Antonio. (2010). *Introducción a las relaciones públicas*. Instituto Iberoamericano de Relaciones Públicas
- Eggensperger, Jim & Salvatore, Jeanne (2022) *Strategic Public Relations Writing. Proven tactics and techniques*. Routledge
- Fernández Cavia, Josep, & Huertas Roig, Asunción. (2009). *Redacción en relaciones públicas*. Pearson Educación.
- Palencia-Lefler Ors, Manuel. (2011). *90 técnicas de comunicación y relaciones públicas* (2.ª ed.). Ediciones Profit.
- Sánchez González, María Dolores del Mar. (2016). *Técnicas de organización de eventos*. Madrid: Editorial Síntesis.
- Smith, Ronald D. (2009). *Strategic planning for public relations* (3rd ed.). Lawrence Erlbaum Associates.
- Wilcox, Dennis L., & Reber, Bryan H. (2016). *Public relations writing and media relations techniques* (8th ed.). Pearson.
- Xifra, Jordi. (2007). *Técnicas de las relaciones públicas*. Barcelona: Editorial UOC.

Software

Virtual campus

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
(SEM) Seminars	1	Spanish	second semester	afternoon
(SEM) Seminars	2	Spanish	second semester	afternoon
(TE) Theory	1	Spanish	second semester	afternoon