

Degree programme	Type	Course
Advertising and Public Relations	OP	4

Contact lecturer

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Prerequisites

No prerequisite is required.

Group languages

You can consult this information at the [end](#) of the document.

Objectives

- 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

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

Contents

Definition, audiences, areas, Data base

Objectives, Tools, clipping, press releases

Appointment, profile or bio, Relational Club, Press kit

Press trips, calls and press conferences

Internal public relations, Internal communication, Employee and Employer branding

Content marketing and influencer marketing

Event creation and organization

Corporate Social Responsibility

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Practical lessons	37.5	1.5	CM26, KM29, KM31, SM25
Tutorials	7.5	0.3	KM31, SM25
Theoretical classes	15	0.6	KM29, KM31, SM25, SM26
Readings, case preparation and learning notebook	82.5	3.3	CM26, KM29, SM25, SM26

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 the various teaching materials deemed appropriate by the instructor and necessary information for effective 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.

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	Weight	Hours	ECTS	Learning outcomes
Final Work	40%	3	0.12	CM26, CM28, KM29, KM31, SM25, SM26

Case studies in class	40%	2.5	0.1	CM26, CM28, KM29, KM31, SM25, SM26
Attendance and participation	20%	2	0.08	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 will have the right to retake the subject if they have been evaluated for the set of activities (practical cases in class and final work) whose weight is equivalent to a minimum of 2/3 of the total grade for the subject.

The retakeable activities are the practical cases carried out in class and the final work.

Students who have not reached a 3 in the Final Work may retake the subject. If the reassessment test does not reach a 3, it cannot be averaged with the rest of the grades for the subject and would be considered failed.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 that same date submit the other activities

Single evaluation recovery

The assessment activities indicated below may be retaken, provided that the established requirements are met.

- a) In order to participate in the retake process, students must have previously been assessed on at least two-thirds of the total assessable activities of the subject.
- b) The theory test will only be retaken when a grade of less than 5.0 has been obtained. Retake will consist of a written test to assess theoretical knowledge.
- c) The practical exercise based on a case study will form part of the final grade using the weighting established in the subject. In the event of having failed it, students may, if they so wish, opt for a retake test with equivalent

characteristics.

d) The final project of the subject, with a weighting of 30% of the final grade, will not be retaken.

Not Assessable

A student will be classified as "non-assessable" if they fail to provide sufficient assessment evidence, do not complete the practical assignments, and do not attend at least 50% of the classes.

Plagiarism

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.

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.

The performance of any irregularity in an evaluation act (academic fraud, plagiarism or improper use of AI, unless this use is expressly authorized by the teaching guide), which may lead to a significant variation in the grade, assumes that this act will be graded with a 0. In the event that the teaching guide foresees that in order to pass the subject it is an essential requirement to have obtained a minimum grade in this evaluation act or that there are several irregularities in the evaluation acts of the same subject, the final grade of this subject is 0. Apart from this, a disciplinary process may

Any student suspected of submitting assignments that have been generated by AI, written by others or copied; include unattributed AI-generated content, or fall outside the permitted scope, may be asked to provide the preliminary work or other materials that can demonstrate it is original work and the result of their own authorship. They may also be asked to separately explain or justify their work.

Teachers may also use AI detection systems or carry out any verification tasks they deem appropriate. If, after review, the instructor detects irregularities, the assignment may be graded zero, and the student may be subject to further disciplinary action.

Bibliography

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

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

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.

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

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

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

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

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

Software

No specific software required.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	5	Catalan	second semester	afternoon
(PLAB) Practical laboratories	51	Catalan	second semester	afternoon