

DEGREE: **DEGREE IN ADVERTISING AND PUBLIC RELATIONS**

1. GENERAL DETAILS OF THE SUBJECT

Name: **PUBLIC RELATIONS PROGRAMMING AND TECHNIQUES**

Level: Third

Term: First

Type: ☐ Basic

☒ Compulsory
Theoretical credits: 3

☐ Elective subject
Practical credits: 3

Credits (LRU / ECTS): 6

Year: 2010

Lecturer: María Teresa Gordillo Rodríguez

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2. DESCRIPTION

This subject describes the process of strategic planning of the relations between the organization and its publics, aimed to support the management of the organizational communication in order to generate, as a consequence, reputation and corporate image, as well as manage conflict resolution.

In this sense, within the curriculum, the aim of the subject is to provide students with the skills and competences necessary to undertake the professional programming of public relations in public and private companies and institutions, as well as communication companies.

3. SITUATION

PREVIOUS KNOWLEDGE AND SKILLS:

Basic knowledge on public relations theory and structure.

Basic knowledge on communication.

RECOMMENDATIONS:

None.

ADAPTATION FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH SOME KIND OF DISABILITY)

Previous agreement with the teacher, the head of studies –and the International Office, if necessary–.

4. SKILLS

SPECIFIC SKILLS

E13. Know the structures of organizations, such as NGOs, political parties, trade unions or social organizations.

E28. Mastering the management of financial communication.

E39. Knowledge on conflict management through communication.

E42. Ability to manage the audiences of organizations and their characteristics.

E48. Know how to relate to the media for better performance.

E50. Specialized training of spokespersons and advisers in the political field, as well as in protocol and ceremonial.

TRANSVERSAL GENERIC SKILLS

G04. Decision-making: ability to choose right in situations of uncertainty, assuming responsibilities.

G05. Capacity for the ideation, planning, execution and evaluation of the communication campaigns.

G06. Order and method: ability for the organization and timing of tasks, performing them in an orderly manner, adopting with logical priority decisions in the different processes of a communication campaign.

GO8. Encourage the entrepreneurial spirit.

G09. Promote and guarantee respect for Human Rights and the principles of universal accessibility, equality, non-discrimination and democratic values and a culture of peace. It must be assigned at least to the module of work and work end-of-degree and in any case to the subjects that contemplate contents of gender equality and / or human rights, if they are present in the curriculum.

5. OBJECTIVES

GENERAL OBJECTIVES

Study of the design, establishment and development of public relations policies, as well as the design of strategies and the application of tactics and techniques of communication and relationship in public and private organizations.

SPECIFIC OBJECTIVES

Identify the relational processes of organizations, as well as those of creating, disseminating and maintaining positive links between these and their audiences. Analysis of both traditional and latest forms of communication used in targeted campaigns and specific actions.

6. METHODOLOGY AND TEACHING TECHNIQUES

METHODOLOGY

The methodology of this subject will be based on an effective combination of theoretical and practical classes.

The theoretical sessions are aimed to provide the student with the theoretical bases that enable them to the subsequent exercise of the different thematic areas described in the program. Monographic classes supported by the use of new visual and audio-visual technologies will be provided for this purpose.

The practical sessions are aimed at applying the theoretical knowledge previously acquired with real practical cases that students will solve and expose individually or in groups in class. These sessions have a clear professional orientation and will be organized in the style of public relations consultants' expositions to their clients when presenting a proposal for strategic public relations programming.

TEACHING TECHNIQUES

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Master class and discussion | <input checked="" type="checkbox"/> Tutorial session | <input checked="" type="checkbox"/> Practical lessons |
| <input type="checkbox"/> Visits and trips | <input type="checkbox"/> Reading test | <input type="checkbox"/> Others: _____ |

7. LIST OF TOPICS

1. The identification of the audience in public relations
2. The PR circuit
3. Relations with the community
4. Relations with the media
5. Internal communication
6. Other techniques.

Including: oral exposition, organization's media, collective meetings, SCR, politics communication, protocol, sponsorship. The online environment and new PR.

8. REFERENCES

SPECIFIC

- Grunig, James y Hunt, Todd (2003): *Dirección de relaciones públicas*. Barcelona, Gestión 2000.
- Wilcox et al. (2001): *Relaciones públicas. Estrategias y Tácticas*. Madrid, Pearson.
- Xifra, Jordi (2005): *Planificación estratégica de las relaciones públicas*. Barcelona, Paidós

GENERAL

- Castillo, Antonio (2009) *Relaciones públicas: teoría e historia*.
- Pulido, Marta (2016): *Manual de organización de actos oficiales y empresariales*. Madrid, Síntesis.
- Soria Ibáñez, María del Mar (2015): *Organización de eventos de marketing y comunicación*. Madrid, Editorial CEP.
- Ullod, Ana (2014): *Relaciones públicas y gabinetes de comunicación*. Valencia, Tirat.

9. ASSESSMENT CRITERIA



OPTION A

Attendance (> 75%)	
Attitude	Up to +10%
Tests and other exercises	50%
Final exam: concepts	50%

OPTION B

Attendance (< 75%)	
Final exam + exercises	100%

10. TEACHING ACTIVITIES

ECTS	
Lessons (6 * 10)	60
Students' work (6 * 15)	90
TOTAL (6 * 25)	150

	Theoretical sessions		Practical sessions		Activity			Exams		
	Lessons	Students' work	Lessons	Students' work	Nº	Length	Students' work	Exams	Students' work	Units
Week 1 ^a	3	3	1	1	1	1				1
Week 2 ^a	3	3	1	1	1	1				1
Week 3 ^a	3	3	1	1	1	1				1
Week 4 ^a	3	3	1	1	2	1				2
Week 5 ^a	3	3	0	1	2	1	1			2
Week 6 ^a	2	2	0	2	2	1	1			2
Week 7 ^a	2	2	0	2	3	1	1			3
Week 8 ^a	2	2	0	2	3	1	1			3
Week 9 ^a	2	2	0	2	3	1	1			3
Week 10 ^a	2	2	0	2	4	1	1			4
Week 11 ^a	2	2	0	2	4	1	1			4
Week 12 ^a	2	2	0	2	4	1	1			4
Week 13 ^a	2	2	2	2	5	1				5
Week 14 ^a	2	2	2	2	5	1				5
Week 15 ^a	2	2	0	2	5	1	12			5
Week 16 ^a										
Week 17 ^a										
Week 18 ^a										
Week 19 ^a										
Week 20 ^a										
	(A)	(B)	(C)	(D)		(E)	(F)	(G)	(H)	TOTAL
Total	35	35	8	25		15	20	2	10	150

Activities	
Nº	Description
1	Create an organization and identify publics.
2	The systemic approach and the PR Audit for the organization created
3	Relations with the community and sponsorship for the organization created
4	Relations with the media for the organization created
5	Intern communication for the organization created

Organization	
Theoretical and practical lessons (A)+(C)	43
Activities developed in class (E)	15
Exams and tests (G)	2
Attendance	60
Study (theory and practice) (B)+(D)	60
Preparation of the activities (F)	20
Study for exams (H)	10
Students' work	90
TOTAL (STUDENTS' WORK)	150