

CORPORATE AND INSTITUTIONAL PUBLIC RELATIONS

COURSE: THIRD

TERM: none

TYPE: OPTIONAL

CREDITS: 6

LANGUAGE: ENGLISH

OBJECTIVES:

The objective of this subject is teaching the students to apply the principles of Communication, inside the corporate and institutional culture and organization. The student will be able to design, plan and manage effective messages, corporate identities, from the view of Advertisement, Marketing and Public Relations, in both conventional media and non-conventional. Ultimately, they will be able to build persuasive messages, designed around solid arguments, professionally and academically.

COMPETENCES:

GENERALS

CB2 - Students can apply their knowledge and professional skills in the workplace and have necessary skills which can be demonstrated when they engage in developing and defending arguments and solve problems in their area of study.

CB4 - Students can communicate information, ideas, problems and solutions to general and specialized audience.

CG1 - Developing of linguistic skills, learning to express adequately and convincingly in different situations of oral and written communication in English and the language of the community.

SPECIFICS

CE2 - To design, plan and manage corporate identities and graphics and visual elements that are to be applied in campaigns study marketing and advertising.

CE6 - Students can listen, negotiate, persuade and communicate effectively (in various oral and written formats), applying methods typical of the business environment, such as

preparing and presenting reports on specific situations in the fields of Advertising and Public Relations.

CE7 – Students can identify the rules and protocols to use in any ambit (national and international) and can also apply them correctly in any act.

LEARNING OUTCOMES:

R1 Applying the principles of rhetoric and informational writing to different types of professional texts in advertisement and public relations.

R2 Elaborating effective messages in both conventional media and non-conventional media.

R5 Designing, organizing and planning Public Relations events and actions in the framework of institutional communication.

R6 Designing, organizing and planning Public Relations events and actions in the framework of organizational and internal communication.

R7 Applying their knowledge and skills for troubleshooting situations in complex or specialized professional work environments, by means of own reasoning and procedures which require creative and innovative ideas.

SYLLABUS:

1. Public Relations and Organizational Communication

1.1. - Concept and types of organizational communication

1.2. - Internal communication

1.2.1. - Downwards vertical communication

1.2.2. - Upwards vertical communication

1.2.3. - Horizontal communication

1.3. - Resolution of conflicts

1.4. - Communicative abilities that must be practiced in order to improve the work environment in a company

2. Relationship with media

2.1. - What do we understand by relationship with media?

2.1.1. - Definition

2.1.2. - Objectives in a campaign based on the relationship with the media

2.1.3. - What is the job of relationship with media about?

- 2.2. - Choosing supports and elaborating the list of media
- 2.3. - Organizing the broadcast of information to the media: press campaign program.
- 2.4. - The first contact with media.
- 2.5. - Tools for delivering information to media
 - 3.5.1. - Print media
 - 3.5.2. - Oral media
 - 3.5.3. - Informal media
- 2.6. - Monitoring the press

3. Act organization

- 3.1. - Planning
- 3.2. - Act project
 - 3.2.1. - Content
 - 3.2.2. - Programming
 - 3.2.3. - Execution
- 3.3. - Types of act
 - 4.3.1. - Public acts
 - 4.3.2. - Acts at work
- 3.4. - Preparation, protocol and ceremonial of an act.

4. Presentation to media and product launching.

- 4.1. - Attracting the audience
- 4.2. - Receiving the audience
- 4.3. - Impressing the audience
- 4.4. - Act valuation

5. Relationship with the community

- 5.1. - Definition
- 5.2. - Publics and key groups
- 5.3. - Usual tools used to relate with different publics
- 5.4. - Visits: types, preparation and organization of a visit program, development of visits
- 5.5. - Open doors day
- 5.6. - Local sponsorship

6. Relationship with financial publics

- 6.1. - Definition of financial communication

- 6.2. - Peculiarities of financial communication
- 6.3. - Planning
- 6.4. - Actions of financial communication: legal framework
- 6.5. - Differentiated strategies of public relations
- 6.6. - Relationship instruments with shareholders

7. Governmental relationships

- 7.1. - Main groups: job focus
- 7.2. - Tools for a relationship with Public Authorities
- 7.3. - Lobbyism
- 7.4. - Election campaigns

8. Public Relations in other sectors (Companies)

- 8.1. - Directing the campaign of a public person: personality cult
- 8.2. - Promotion of a show
- 8.3. - Public relations in the world of sports
- 8.4. - touristic promotion

SISTEMA DE EVALUACIÓN:

There will be two mid-term exams weighting 50% of the final grade, the remaining 50% will be obtained through 3 activities, class participation, the debate of individual activities and the oral presentation of the group work.

METHODOLOGY:

The subject is classroom-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the teacher will expose contents of the program using different learning methodologies, besides making group activities in which acquired knowledge will be put into practice. Furthermore, the students must do individual activities during the hours of personal work.

Additionally, during the hours of personal work, the students will make a final project by groups with their respective oral presentations at the end of the academic period. They will have hours of tutoring with the teacher with the purpose of supervising and guiding the development of the project.

Finally, we recommend to the students that they use some hours of personal work to this subject every week in order to consolidate the acquired knowledge of each topic. This personal work will consist of making a review of theoretical aspects given in class and complement them with the basic bibliography.

REFERENCE BOOK

Barquero Cabrero, José Daniel.

Manual de Relaciones Públicas, Comunicación y Publicidad.

Gestión 2000: Barcelona, 2005.

