

## **INTERNATIONAL PUBLIC RELATIONS TECHNIQUES**

**COURSE:** FIRST

**SEMESTER:** FIRST

**TYPE:** MANDATORY

**CREDITS:** 3

**LANGUAGE:** ENGLISH

**SENIOR LECTURER:** [RAQUEL CRISÓSTOMO](#)

### **OBJECTIVES:**

The main aim of this subject is to provide an overview of the origins, processes and possibilities of the use of the good public relations in an international level, as well as analyze the communication and the Public Relations with the consumer. Likewise, the student will learn how to sum up and analyze the information, in pro of the correct design of the Strategic Plan of Public Relations: from the theoretical contents, through the phases of the design of a PR plan, the implementation and results, until finishing with the evaluation of the efficiency of the project.

### **COMPETENCES:**

G3 – Develop the capacity of empathize, adapt, work and lead international groups and multicultural, interdisciplinary, competitive and complexes contexts to understand and apply the concept of network.

G5 – Develop a remarkable communicative capacity in English language.

G6 - Look for and explore new resources of information and apply quantitative and qualitative criteria in the taking of decisions.

### **BASIC**

CB3 – Develop the capacity to interpret data to in order to think about notable subjects of social type, scientific or ethical.

## **TRANSVERSAL**

T3 – Interact in global and international contexts to identify needs and new realities that allow transferring the knowledge to fields of current professional development or emergent.

T6 – Use distinct forms of communication, so much oral as written or audiovisual, in the own language and in foreign languages, with a high degree of correction in the use, the form and the content.

## **SPECIFIC**

E4 – Know the main sources of economic statistical information and business available, analyze them and use them in the processes of taking of decisions in the international businesses.

E8 – Identify the economic surroundings, cultural, politician, legal, demographic and technological that they can represent opportunities and threats for the development of the activity in international businesses.

E10 – Manage any activity and taking of decisions in different functional areas of an organization with international activity.

E12 – Adapt the different technicians of communication and negotiation in function of the speaker and define a clear aim to communicate or negotiate.

E14 – Develop a sufficient communicative capacity to be competent in other languages in the world of the businesses.

## **LEARNING OUTCOMES:**

R2. Evaluate and apply properly the combination of strategies and the methods of managing of customers in an international context.

R3. Integrate and it interrelate the activity of CRM with the rest of activities of the department of Marketing.

R4. Sum up and interpret data, when it is precise and pertinent, the reflections on subjects of social type, scientific or ethical in the field of study.

R5. Use the audiovisual language and its distinct resources, to express and present contents linked to the specific knowledge of the field.

R6. Assume distinct responsibilities related to the individual and collaborative work and evaluate the results obtained.

## **CONTENT:**

### **1. The Public Relations and the international Communication**

- The Public Relations: Definition
- Base and foundations of communication.

### **2. Historical bases of the public Relations**

- The public relations in his origins
- Spin doctors and the perversion of the public relations
- Study of paradigmatic cases

### **3. Propaganda**

- Definition
- Use and abuse: studies of case
- Study of paradigmatic cases

### **4. New informative uses in the public relations: the media convergence and why affects PR. The culture of the convergence and the storytelling: pros and cons.**

- The profits of the storytelling at the PR.

- Branding and storytelling at the PR.
- Possibilities of the transmedia storytelling applied to PR projects.

**5. How put in practice the public relations 1: The design of a plan of communication**

- Communication, strategies and possibilities to apply to a communication plan
- Design of a plan of communication for a project of PR

**6. How put in practice the public relations 2: The dangers of a PR project**

- Analysis of paradigmatic cases
- Preparation of a risk communication plan applied to a project of PR

**7. When the plans do not work. The crisis management in PR.**

- Crisis management techniques
- Analysis of paradigmatic cases
- Preparation of a plan of crisis communication plan

**EVALUATION SYSTEM:**

There will be two individual midterms that will have a value each one of 25% of the final mark. 50% remaining grade will be on the work in group; the follow-up of the exercises of the student; the class participation; the oral presentation of the work in group; and an individual activity. The only that can be recovered in the period of complementary exams are the two midterms. These two midterms are not accumulative. The grade of the midterms must be a five out of ten or more in order to do calculate the average with the rest of activities of evaluation. It is indispensable to assist to the two midterms, deliver the work in group and make the presentation. The professor will have in mind the progression and continuous evaluation of the student. The day and hour for the complementary exam will be on February 9th at the regular time of class. In this complementary exam the student can recover the first failed midterm; the second failed midterm; or both of them if it's the case.

<b>Task</b>	<b>(%)</b>	<b>Details</b>
Midterm 1	25	

Midterm 2	25	
Continuated register of the classroom activities and class participation	10	5 specific evaluable exercises on moodle platform (each one a 2% of the final grade). Late exercises will not be admitted. Exercises must be uploaded to the platform.
Final Project in group	20	Late exercise will not be admitted. It must be uploaded to the platform.
Oral exposition of the final Project in group	10	Late exposition material will not be admitted. Ppt or prezi used for the exposition must be uploaded to the platform.
Evaluable individual activity	10	
Complementary exam 9 <sup>th</sup> February		Only can be recovered the percentage of the fail midterm or both of them. The rest of the activities can't be recovered at complementary period.

- Oral presentations (mandatory group activity):

Oral presentations will be done at the specific day detailed by the professor in the schedule. Oral presentations to explain the final project must be done in the same groups of work. If a member is missing that day, this means a zero grade for that member. If the absence is justified, the student will get the same grade that the rest of his/her partners. But in any case the participation can be recovered another day. Presentations will be between 10 and 15 minutes. Any presentation material can be used (powerpoint, prezi, etc.) and must be uploaded at the platform. Oral presentations will be on January 12th. Here's the rubric for the oral presentations:

Name: \_\_\_\_\_ Score: \_\_\_\_\_

### Oral Presentation Rubric

	4—Excellent	3—Good	2—Fair	1—Needs Improvement
Delivery	<ul style="list-style-type: none"> <li>• Holds attention of entire audience with the use of direct eye contact, seldom looking at notes</li> <li>• Speaks with fluctuation in volume and inflection to maintain audience interest and emphasize key points</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent use of direct eye contact with audience, but still returns to notes</li> <li>• Speaks with satisfactory variation of volume and inflection</li> </ul>	<ul style="list-style-type: none"> <li>• Displays minimal eye contact with audience, while reading mostly from the notes</li> <li>• Speaks in uneven volume with little or no inflection</li> </ul>	<ul style="list-style-type: none"> <li>• Holds no eye contact with audience, as entire report is read from notes</li> <li>• Speaks in low volume and/or monotonous tone, which causes audience to disengage</li> </ul>
Content/ Organization	<ul style="list-style-type: none"> <li>• Demonstrates full knowledge by answering all class questions with explanations and elaboration</li> <li>• Provides clear purpose and subject; pertinent examples, facts, and/or statistics; supports conclusions/ideas with evidence</li> </ul>	<ul style="list-style-type: none"> <li>• Is at ease with expected answers to all questions, without elaboration</li> <li>• Has somewhat clear purpose and subject; some examples, facts, and/or statistics that support the subject; includes some data or evidence that supports conclusions</li> </ul>	<ul style="list-style-type: none"> <li>• Is uncomfortable with information and is able to answer only rudimentary questions</li> <li>• Attempts to define purpose and subject; provides weak examples, facts, and/or statistics, which do not adequately support the subject; includes very thin data or evidence</li> </ul>	<ul style="list-style-type: none"> <li>• Does not have grasp of information and cannot answer questions about subject</li> <li>• Does not clearly define subject and purpose; provides weak or no support of subject; gives insufficient support for ideas or conclusions</li> </ul>
Enthusiasm/ Audience Awareness	<ul style="list-style-type: none"> <li>• Demonstrates strong enthusiasm about topic during entire presentation</li> <li>• Significantly increases audience understanding and knowledge of topic; convinces an audience to recognize the validity and importance of the subject</li> </ul>	<ul style="list-style-type: none"> <li>• Shows some enthusiastic feelings about topic</li> <li>• Raises audience understanding and awareness of most points</li> </ul>	<ul style="list-style-type: none"> <li>• Shows little or mixed feelings about the topic being presented</li> <li>• Raises audience understanding and knowledge of some points</li> </ul>	<ul style="list-style-type: none"> <li>• Shows no interest in topic presented</li> <li>• Fails to increase audience understanding of knowledge of topic</li> </ul>
Comments				

- Final work (mandatory group activity): The students will be required to develop a PR strategy applied to an existing international business project or a new one. There's no a specific extension required. Mandatory parts of this work will be (there can be other extra points that the student consider necessary):

- Introduction to the international product(s)/brand/proeject and business area related to PR
- Communication plan
- Risk management plan
- Crisis management plant
- Conclusions.

The dateline will be on January 12<sup>th</sup> and there will be coaching sessions related to the final work during the course.

- Midterm exam (individual activity):  
Short questions and long questions about the first part of the course. The exam will be on November 17th. The review for the exam will be on November 10th. The midterm is composed by:

- 1st part: a test of 15 questions (multiple-choice and true or false type) (maximum punctuation: 3 points).
  - 2nd part: 10 short questions (maximum punctuation: 3 points).
  - 3th part: Analysis question: you can choose between two topics to explain one of them (maximum punctuation: 4 points).
- Final exam (individual activity): Short questions and long questions about the second part of the course. The exam will be on January 26th. The review for the exam will be on January 19th. The exam is composed by:
    - 1st part: a test of 15 questions (multiple-choice and true or false type) (maximum punctuation: 3 points).
    - 2nd part: 10 short questions (maximum punctuation: 3 points).
    - 3th part: Analysis question: you can choose between two topics to explain one of them (maximum punctuation: 4 points).
- Follow-up of the activities (individual/group activity):

The participation is required in all classes. Different activities will be done in class, but in order to evaluate the participation, the student has to complete 5 specific evaluable exercises on moodle platform (each one a 2% of the final grade). These exercises can be related or not to the final work, to the individual activity and or to the theoretical content of the subject. These exercises also will be part of the discussion in class, so also can be material for the exam. Late exercises will not be admitted. Exercises must be uploaded to the platform. There are no extra credits.
- Individual activity:

The objective of the individual activity is to analyze or develop a PR strategy based on a real case of PR fiasco. Delivery of the individual activity will be on December 15th.

## **METHODOLOGY:**

The subject combines the theoretical knowledges with the practice. Along the sessions, the professor will expose contents of the program using different methodologies of

learning, in addition to effective formative activities in group to complement the knowledges purchased. Likewise, the students will have to make individual activities.

On the other hand, during the hours of personal work, the students will make by groups a final work of the subject that will have to expose at the end of the subject. Finally, it's recommended to the student that works periodically into the subject, to consolidate the knowledges purchased in the subject. This personal work will consist in making a review of the theoretical appearances treaties in class and complement them with the basic bibliography.

#### **REFERENCE BOOKS:**

- Andrews, Mark. "Climate Change and Public Relations." *StarTribune.com: News, Weather, Sports from Minneapolis*, St. Paul and Minnesota. Livefyre, 11 Aug. 2014. Web. 25 Nov. 2014.
- Breakenridge, D. (2012), *Social media and public relations: Eight new practices for the pr professional*, New jersey: FT Press.
- Heitmueller, Lars M. (2012), *Corporate Communication Map: Outline of an interactive Overview of the fundamental Models and Theories of Public Relations*.
- Seitel, Fraser P. (2007), *The Practice of Public Relations*. (10th ed.), Upper Saddle River, NJ: Pearson Prentice Hall.