

## **PUBLIC RELATIONS POLICIES AND TECHNIQUES**

**COURSE:** FIRST

**SEMESTER:** SECOND

**TYPE:** BASIC FORMATION

**CREDITS:** 6

**LANGUAGE:** ENGLISH

**PROFESSOR:** [DRA. RAQUEL CRISÓSTOMO](#)

### **OBJECTIVES:**

*PR Policies and techniques* is a subject that aims to portray an overview of the origins, processes and possibilities of the use of good public relations. From the theoretical-practical contents - the phases of the development of public relations strategies in the organizational structures will be studied, both in the private sphere and in the institutional one, through the phases of its design, implementation and results, to finish finally with the evaluation of the effectiveness, both of the actions and of the strategic program developed.

### **COMPETENCES:**

#### **BASIC**

- **CB1** – That students have demonstrated to possess and understand knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that they imply knowledge coming from the vanguard of their field of study.
- **CB3** – That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.
- **CB4** – That students can transmit information, ideas, problems and solutions to a specialized and non-specialized public.

- **CB5** – That the students have developed the necessary learning skills to undertake later studies with a high degree of autonomy.

### GENERAL

- **CG1** – Develop linguistic skills and express themselves adequately and convincingly in the different situations of oral and written communication in the languages of the community and in English.
- **CG3** – Work within contexts that respect human rights, gender equality and cultural differences and integrate these values in their professional performance.

### SPECIFIC

- **CE2** – Designing, planning and managing the corporate identities and the graphic and visual elements that need to be apply at the marketing and advertising campaigns.

### LEARNING OUTCOMES:

- **R4** – Articulates the processes and techniques of conception, planning, design, implementation and evaluation of comprehensive communication campaigns.
- **R5** – It uses and applies the tools and processes of persuasive communication where advertising and public relations are integrated as well as the mechanisms that make possible its strategic integration.
- **R8** – Identify and describe the main structural components of each sector involved in advertising and public relations communication.
- **R10** – Critically analyzes the various factors that make up the relationship between different communication companies, especially advertising and public relations, and their advertisers and / or public.
- **R12** – Master the professional vocabulary specific to advertising and public relations in English.

## **CONTENTS:**

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

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

### **2. Historical bases of the public Relations in the global context**

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

### **3. The 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 us. The culture of the convergence and the storytelling: pros and cons.**

- The profits of the storytelling
- Branding and storytelling
- Possibilities of the transmedia storytelling

### **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

## 8. How to persuade

- History of ethical persuasion
- Main techniques of persuasion
- Cases of study

## 9. New PR trends

- Analysis of the main new trends of PR nowadays

### EVALUATION SYSTEM:

Grading scale	Percentage weights
Specific test of partial evaluation I	25
Specific test of partial evaluation II	25
Follow-up of the activities	10
Group work	20
Oral presentation of group work	10
Individual activity	10

There will be two partial, written and individual exams, covering non-cumulative content, each one weighting 25% of the final grade; the remaining 50% will be obtained by a group work, the follow-up of individual exercises and an oral presentation of the group work. The only items that are possible to be recovered in the week of recovery are both exams. It is required to obtain a grade of 5 or more in these exams in order to make average with the rest of evaluation activities. It is mandatory to assist to both exams, to hand in the group work and to make the presentation in order to make the average. The teacher will consider the progression and continuous evaluation of the student. If the student passes successfully the practical part of the continued evaluation but he or she has failed one or the two-midterm exams, the student will have the chance to recover the exams in the “complementaries” period, in order to improve the marks.

**Only uploaded exercises or works delivered before the dateline will be graded.**

The date of the recoveries will be: June 13th (1ºRPA & 1ºRPB) and June 15th (1ºRPC).

## **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.

### **Midterms**

There will be two midterms, with no accumulative content, independent from each other:

#### **Midterm 1:**

1ºRPA: April 9th

1ºRPB: April 9th

1ºRPC: April 6th

#### **Midterm 2:**

1ºRPA: May 23th

1ºRPB: May 23th

1ºRPC: May 25th

Previously to each exam, a review session will be done. Both exams have the same structure:

- 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 work (group activity)**

The students will be required to develop a PR planification applied to an existing 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 product(s)/brand/and business area
- General planification of the PR strategy: designing the actions
- Communication plan
- Risk plan
- Crisis plan
- Conclusions

Dateline:

1ºRPA: May 28th

1ºRPB: May 28th

1ºRPC: May 29th

### **Individual exercise**

Objective: Design a proposal of mitigation for a real pr fiasco (to be chosen by the student) throught the main structural design of a PR campaign (at least the introduction to the Brand/Company/product) and communication plan must be included).

Dateline:

1ºRPA: May 16th

1ºRPB: May 16th

1ºRPC: May 16th

### **Oral presentations (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.). Creativity in the presentation will be welcomed. Oral presentations will be on:

1ºRPA: May 28th & 30th

1ºRPB: May 28th & 30th

1ºRPC: May 29th & June 1st

The order of the presentations will be volunteer.

#### **BIBLIOGRAPHY:**

- [ESERP's online library] - Bussey, C. (2012), [\*Brilliant PR. Create a PR sensation, whatever your budget, whatever your business\*](#), Pearson Education Limited.
- [ESERP's online library] - Farmer, J.R. (2017), [\*Extraordinary PR, Ordinary Budget. A Strategy Guide\*](#), Berrett-Koehler Publishers.
- [ESERP's online library] - Leaf, R. (2012), [\*Art of Perception. Memoirs of a Life in PR\*](#), IPG (Independent Publishers Group).
- [ESERP's online library] - Salzman, M (2017), [\*Agile PR. Expert Messaging in a Hyper-Connected, Always-On World\*](#), AMACOM.