

PUBLIC RELATIONS STRATEGIC PLANNING

COURSE: SECOND

SEMESTER: FIRST

TYPE: OBLIGATORY

CREDITS: 3

LANGUAGE: ENGLISH

SENIOR LECTURER: ALBERT SÁNCHEZ CARMONA

GOALS:

This subject develops students' understanding of the role of public relations as a strategic communication function. It is designed to build on the concepts and theories introduced in the introductory Public Relations Policies and Techniques course and to pave the way for the future courses including Public Relations in Specialized Areas and Foundations and Strategies of Advertising and Public Relations. Students develop skills in planning, analysing, executing and evaluating public relations strategy, both for a public relations agency client and within an organization.

SKILLS:

To be able to apply acquired knowledge to students' work or vocation in a professional manner and to have the competencies typically demonstrated through devising and arguments and solving problems within their field of study.

GENERAL

- To develop language skills and express themselves adequately and convincingly in the different communication situations, both oral and written, using languages of their own community and in English.

SPECIFIC

- To design, plan and manage corporate identities, graphics and visual elements that are to be applied in the study of marketing and advertising campaigns.
- To manage key marketing tools strategic for application in the field of advertising, public relations and marketing in both domestic and, especially, international markets.
- To listen, negotiate, persuade and communicate effectively (both orally and in written form), using real-world business examples, such as preparing for and reporting on specific situations in the advertising and public relations field.

LEARNING OUTCOMES

Students will:

- Analyse the basic principles of public relations.
- Distinguish the different theoretical schools (American, European and Spanish) from the management and analysis of numerous definitions of public relations.

- Analyse the different audiences to be targeted (external, internal, etc.) through a public relations strategy
- Be able to discuss strategies and tools for communication success and reach the goals set by each organization.
- Use strategies and tools for communication success and reach the goals set by each organization.

SYLLABUS:

1) Introduction: What Do We Know About PR?

- a) Definitions
- b) Integrated Communication and Advertising
- c) Owned, earned, and paid media
- d) Jargon
- e) Benefits of Public Relations
- f) Public Relations in the Public Interest

2) The PR Schools

- a) The European Doctrine
- b) The American School

3) The PR Plan: Phase One – Formative Research

- a) Step 1: Analysing the Situation
- b) Step 2: Analysing the Organization
- c) Step 3: Analysing the Publics

4) The PR Plan: Phase Two – Strategy

- a) Step 4: Establishing Goals and Objectives
- b) Step 5: Formulating Action and Response Strategies
- c) Step 6: Using Effective Communication

5) The PR Plan: Phase Three – Tactics

- a) Step 7: Choosing Communication Tactics
- b) Step 8: Implementing the Strategic Plan

6) The PR Plan: Phase Four – Evaluative Research

- a) Step 9: Evaluating the Strategic Plan

EVALUATION SYSTEM:

This course will be assessed with two types of assessments:

- 2 exams
- 3 practical activities, which include 2 case studies and 1 final project.

In the table below you will find all the information about the assessment of the course:

Week	Date (Groups A and C)	Date (Group B)	Assignment	% of the Final Mark	Units
5 th	17/10/2018	18/10/2018	Case Study 1	10	1,2,3
8 th	07/11/2018	08/11/2018	Exam 1*	25	1,2,3
13 th	12/12/2018	13/12/2018	Case Study 2	10	4,5
15 th	09/01/2019	10/01/2019	Final Project	30	1,2,3,4,5,6
16 th	16/01/2019	17/01/2019	Exam 2*	25	1,2,3,4,5,6
18 th	29/01/19 (2 nd week of <i>complementarias</i>)		Exam 1 and Exam 2 retake	25 and 25	1,2,3,4,5,6

(*): Only exam 1 and exam 2 can be retaken during *complementarias* weeks.

Keep in mind that the course is designed to encourage active learning and participation in the class and your attitude towards the course is vital. So, the lecturer will **add or subtract up to 1 point** of the final mark based on student's **participation, discussion and argumentation** in class.

Every **grammar and spelling mistake** will **subtract 0,1 points** in the case studies and the final project.

Since the course is designed to encourage students' active learning, the two exams will not assess memory. Both exams are designed to spur argumentation, critical thinking and creativity. That is why students **can bring all the course material they find necessary** with them. However, the lecturer may indicate some restrictions before the exam is held.

Late handing in of assessments is penalized with 50% of the mark, i.e., the maximum mark the student can get in that assessment will be a 5. Late handing ins will only be accepted during **the next 48h** of the deadline, after that period the assessment will automatically be scored with a 0.

You **need a 5** in order to pass the course.

Only exams can be retaken during *complementarias* weeks. **Only students that have failed them may retake them**, except if he or she failed them because of copy.

It is completely forbidden to copy or to plagiarise during an exam or an assessment. Students are expected to be honest with their work. Everyone has strengths and weaknesses. It makes no sense copying even a tiny part of an assessment since you come to the university to learn and become a professional, not to become a thief or an impersonator. That is why **any copy will be punished with a 0** in the exam or assessment. If the student is caught during the exam, he or she will be immediately expelled. Moreover, **the facilitator** (the person that allowed another person to copy his or her personal work) **will also be punished with a 0** in the exam or assessment. Any exam failed because of copy **cannot be retaken**, since it is a serious violation of professional ethics.

METHODOLOGY:

The lessons are based on **active learning**, which means the student has a leading role in class. This also means that students are expected to **do the readings** and **prepare** the materials required for every session. Without the involvement of the students, the lesson will not work. Moreover, students are highly encouraged to think on their own and add different arguments to the lessons. You are expected to **think critically** or at least try.

In exchange, you may expect a **fun, friendly and non-hierarchical environment** in the classes. I apply **cooperation strategies** during the lessons, which include games and team building.

Having the textbook of the course is highly encouraged to all students:

Smith, Ronald D. 2017. *Strategic Planning for Public Relations*. Edited by Routledge. 5th ed. New York.

RULES:

As stated in the School's rules, a **minimum of 80% of assistance** is compulsory in order to be eligible **to take the exams**. This means that there will be no problem if you assist to 13 sessions for groups A and C, and 12 for group B. Students that arrive late are encouraged to come into the class. However, please try not to disturb. Come in quietly and make the most of the rest of the lesson.

A student's absence must be **justified within the next 2 weeks after the absence**. Properly justified absences will count as attended sessions. However, students are encouraged to **previously share** with the lecturer any planned or expected absence in order to find an agreed solution. **There are almost always solutions to everything.**

Regarding **mobile phones, smart watches** and other 21st century gadgets that get our attention, the lecturer will be strict. Their use is **not allowed in class** if the lecturer does not say the opposite. If you are expecting an important call or an emergency breaks, please tell the lecturer as soon as possible (preferably before the class starts). I work with adults that want to become professionals in their field, so a minimum of concentration and attention are required. Being focused on the task for two hours should not be a problem for any professional. **The lecturer will confiscate** any of these gadgets when their use is not allowed. This will be just a way of helping you to avoid useless and unproductive distractions. Do not forget to ask for your gadget at the end of the lesson to the lecturer.

Respect is crucial in any social group. I **will not admit any kind of discrimination** in class, nor will I admit any **insult or aggression**. In order to have a vibrant lesson and exchange of ideas, students are expected to respect their turns in the debates. Talk freely, but try to avoid *tertulia*-style exchanges where everybody shouts at the same time.

BIBLIOGRAPHY:

BASIC

- Smith, Ronald D. 2017. *Strategic Planning for Public Relations*. Edited by Routledge. 5th ed. New York.

COMPLEMENTARY

- Morris, Trevor., Simon. Goldsworthy, and Palgrave Connect (Online service). 2008. *PR - a Persuasive Industry? : Spin, Public Relations, and the Shaping of the Modern Media*. Palgrave Macmillan.
<https://bluebottlebiz.com/resource/pr-a-persuasive-industry>
- Newsom, Doug., and Jim Haynes. 2014. *Public Relations Writing : Form and Style*. Wadsworth Cengage Learning.
<https://bluebottlebiz.com/resource/public-relations-writing>

*Weekly assigned readings will be uploaded by the lecturer periodically into
the campus.*