

**PRINCIPLES AND STRATEGIES OF ADVERTISING AND PUBLIC RELATIONS****COURSE:** THIRD**SEMESTER:** FIRST**TYPE:** MANDATORY**CREDITS:** 6**LANGUAGE:** ENGLISH**PROFESSOR:** [BRUNO WIGET](#)**OBJECTIVES:**

Advertising and Public relations are two key activities of the strategic communication function. The main objective of this course is to provide students with an extensive understanding of the principles and strategies of successful communication (public relations and advertising) strategies. Upon successful completion of the course, students should be able to understand the nature, importance, common practices and organization of the strategic communication function.

**COMPETENCES:****BASIC**

- **BC2** - Know how to apply their knowledge to their work or vocation in a professional manner, and possess skills that are normally demonstrated via forming and defending arguments as well as resolving problems within their field of study.

**GENERAL**

- **GC1** - Develop language skills and capacity for adequate and convincing expression in different situations requiring oral and written communication, in community languages and in English.

**SPECIFIC**

- **EC2** - Design, plan and manage corporate identities, graphics and visual elements that are to be applied in campaigns of marketing and advertising.
- **EC4** - Know how to use the fundamental tools of strategic marketing, in order to apply them to the field of advertising, public relations, national markets, and especially international markets.
- **EC6** - Listen, negotiate, persuade, and communicate efficiently (orally and in writing), using business tools such as the preparation and presentations of reports on concrete situations in the fields of advertising and public relations.

**LEARNING OUTCOMES:**

- **R3** - Plan communication activities targeting different organizations: public institutions, private companies, social organizations, political parties, the media, etc.

- **R4** - Analyse different actors to consider them as target through Public Relations (external, internal, etc.)
- **R5** - Analyse the strategies and tools needed to reach a successful communication achieving the established objectives.
- **R6** - Use the strategies and tools needed to reach a successful communication achieving the established objectives.

**CONTENT:**

The subject will cover the following topics:

**1. Introduction to the course****2. Strategic management**

- Building blocks and processes
- Levels of strategy
- Strategic positioning

**3. Communication I: principles**

- Defining communication
- Strategic communication
- Excellence theory
- Cross-cultural and cross-border communication

**4. Communication II: advertising and public relations**

- Advertising
- Public relations
- The eyes, ears and voice of the organization: A boundary-spanning view

**5. The process of public relations and advertising**

- Research
- Action
- Communication
- Evaluation

**6. Social media****7. Public relations in practice**

- Lobbying / Government affairs
- Crisis management

**8. The organization of the Communication/PR function**

- People
- Structure
- Processes

**EVALUATION SYSTEM:**

There will be two partial exams that will have a value of 50% of the final grade. The remaining 50%, as detailed below, will be obtained out of the class participation grade and the grade of activity I and II.

• **Partial Exam I:** 25% - Minimum grade to pass 50/100 (50 out of 100). Susceptible of recovery by means of a complementary examination.

- EVALUATED COMPETENCES:

BC2+GC1+EC2+EC4+EC6

- EVALUATED LEARNING OUTCOMES:

R3+R4+R5+R6

- DEDICATION: 30 STUDY HOURS.

• **Partial Exam II:** 25% - Minimum grade to pass 50/100 (50 out of 100). Susceptible of recovery by means of a complementary examination.

- EVALUATED COMPETENCES:

BC2+GC1+EC2+EC4+EC6

- EVALUATED LEARNING OUTCOMES:

R3+R5+R6

- DEDICATION: 30 STUDY HOURS.

• **Class participation:** 10%. Students will be asked to debate and answer questions about the cases and the concepts seen in class. Participation grades will depend on students' ability to defend/present their ideas. At the end of each class students will be graded for their participation. The final grade will be the average of the individual grades corresponding to each one of the sessions.

- EVALUATED COMPETENCES:

BC2+GC1+EC2+EC4+EC6

- EVALUATED LEARNING OUTCOMES:

R3+R4+R5+R6

• **Activity I:** 25%. Mandatory. Group project. This work will consist of a written delivery and a final presentation. Students will work on a project about a company of their

choice. The project should show the understanding and use of the concepts and knowledge discussed in the course. Moreover, students should make clear claims and provide solid arguments, supported by evidences and analytical reasoning. Students must do it and deliver it on the stipulated date in order to be able to prove the correct development of the continuous evaluation.

- EVALUATED COMPETENCES:

BC2+GC1+EC2+EC4+EC6

- EVALUATED LEARNING OUTCOMES:

R3+R4+R5+R6

- DEDICATION: 30 HOURS.

• **Activity II:** 15%. Mandatory. Critical analysis. Group work. This work will consist of two brief oral presentations. Students must critically comment recent news and articles, using the concepts seen during the course. Assignments will be allocated throughout the course. Students must do it and deliver it on the stipulated date in order to be able to prove the correct development of the continuous evaluation.

- EVALUATED COMPETENCES:

BC2+GC1+EC2+EC4+EC6

- EVALUATED LEARNING OUTCOMES:

R3+R4+R5+R6

- DEDICATION: 15 HOURS.

In order to guarantee the option of improvement, students who don't pass any of the two (or the two) partial exams will have the chance to retake the exam in the complementary period, BUT only those who a grade above 50/100 in their class participation.

IN CLASS TIME: 60 HOURS.

TOTAL DEDICATION: 165 HOURS

### **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. Students are expected to participate actively in their leaning process. They will work in groups in the different activities. Students will have hours of tutoring with the teacher with the purpose of supervising and guiding the development of these activities.

We highly recommend students to allocate some hours of personal work to this subject every week in order to consolidate the acquired knowledge of each topic.

### **RECOMMENDED BIBLIOGRAPHY**

- Wilcox and Cameron (2006). " Public Relations" (8th edition). Prentice Hall. 2006

- Grunig, James E. "Excellence in public relations and communication management". Routledge, 2013.
- Porter, Michael E. "The five competitive forces that shape strategy." Harvard business review 86, no. 1 (2008): 25-40.
- Kotler, Philip, and Gary Armstrong. "Principles of Marketing (16th Global Edition)." (2013).
- Other readings (journal articles etc.) will be available in Moodle