

**PUBLIC RELATIONS IN INTERNATIONAL MARKETS****COURSE:** THIRD**SEMEST:** SECOND**TYPE:** OPTIONAL**CREDITS:** 6 ECTS**LANGUAGE :** ENGLISH**DOCENTE:** [ANNA HURTADO](#)**OBJETIVES / MAIN GOALS:**

This course aims to give students a broad current, modern and practical vision of the role of International Public Relations in the XXI Century Geopolitics and Economy.

Therefore, it is intended to be eminently practical. They will give priority to current and real case resolutions on theory, since it is understood that students have already done several and different basic subjects and keys on PRs.

The student is expected to improve significantly in communicational and social skills in highly changing environments and cultures. And get accustomed to defend in writing and orally the arguments you share and those you do not share. He should thus become accustomed to real professional situations in which one must be versatile, eloquent and subtle in written rhetoric and oratory.

Therefore the debate in class will be encouraged and will be evaluated according to their great importance in this profession. Improving the practical use of the English language and developing language skills (verbal and non-verbal) are one of the main objectives.

Know the international protocol well, and know how to "sell" the same ideas in different ways according to the situation and context (economic, cultural, political, etc.)

## **COMPETENCES**

### **BASICS:**

CB2-That students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and problem solving within their area of study.

CB4 - Students can transmit information, ideas, problems and solutions to a specialized and non-specialized audience.

### **GENERALS:**

CG1 - Developing language skills and expressing themselves adequately and convincingly in the different situations of oral and written communication in the languages of the community and in English.

### **ESPECIFIC**

CE2 - Design, plan and manage corporate identities and graphic and visual elements to be applied in marketing and advertising campaigns.

CE6 - Listen, negotiate, persuade and communicate effectively (oral and written), using the means of the business world, such as the preparation and reporting of specific situations in advertising and public relations.

CE7 - Identify the norms and protocol uses in any national and international scope and know how to apply them correctly in any act that can be organized.

## **LEARNING OUTCOMES**

R3- Develops a public relations policy focused abroad

R4- Contextualizes the international reach of business public relations.

R7 -You can apply your knowledge, through arguments and procedures developed and supported by it, the understanding of these and their problem-solving skills in complex or professional and specialized work environments that require the use of creative and innovative ideas

## **CONTENT / Course syllabus**

- **Topic 0.- Introduction of the subject.**

+ What it's about ?

+ Main concepts involved

+ Review special PR vocabulary (Excercise in class)

- **Topic 1.- The importance and implications of International PR**

+ **Case study**

- **Topic 2.- Nature,keys ,tips and reflexions about Int.PR**
  
- **Topic3: Communication and International PR**
  - + Semiology and International PR
  - + Kinetics: Verbal and non verbal skills
  - + Case study
  
- **Topic 4 : global public relations (GPR):**
  - + Definition
  - + The 8 macro- eviroments and international PR
  - + Theoretical fames of investigation
    - + PR and Activism : from micro to macro
    - + Conditions of socio-cultural eviroment
    - + Case study
  
- **Topic 5: Multinational companies and PR Intelligence in IPR**
  - 5 A) 8 intelligences and PR**
  - 5 B) Multinational Companies and PR**
  - + History

+ Trends

+ Future

+ Case study

• **Topic 6 : PR International structure Herarchy.**

+ Seeking the excellent Global Coordination

+ Benefits of an externally adapted PR policy

+ Ethics and professionalism

+ Case study

• **Topic 7: image nation ( Diplomacy and PR)**

+ Variables and concepts to be analized

+ The image Nation

+ Cross cultural situations in PR

+ Case study

• **Topic 8: International Protocol**

+ **Value systems**

**+ Global icons vs "unique" icons**

- Norteamérica
- Latinoamérica
- Europa
- África
- Asia
- Oceanía

+ case study

**• Topic 9:GPR Agencies**

**• Topic 10: Global communication, the use of the media in international PR**

+ Media and International Public Relations

+Theories of the media system and its relevance to the international RRPP

**EVALUATION SYSTEM (single and continuous)**

**A) Exams:**The evaluation will consist of two partial exams (25% + 25%) will be 50% of the final grade. They will be partial exemptions from matter.

In order to pass the subject the following assumptions must concur:

To approve the 2 partial examinations IN ORDINARY OR COMPLEMENTARY to be held on days **26 of march and 22 of may**

Complementary exams to be held on **4 OR 5 june ( provisional)**

**B) ALL PARTIAL EXAMS SUSPENDED MUST BE RECOVERED IN COMPLEMENTARY EXAM.**

**C) Throughout the course the following types of assessable practices will be carried out:**

O Practices to be carried out and delivered **in class** (oral and written). To be able to average with the exams must have done at least 2 OF THE 3 practices and have a total **average minimum of 5 in those class practices.**

O 3 Practices to be done **outside** of class will be responsible for several practices to be delivered (hang on campus) on a deadline that the teacher stipulates. To average with the subject must be performed at least 2 of the 3 of such external practices. They should also have an **average Total minimum of 5.**

**D) The final work of the subject- MANDATORY ( ORAL 30% , WRITTEN 70%). Total 25% of the subject. Minimun grade a 5.**

**Final work delivery written on 21 may and oral presentations 15 and 21 may**

Failure to comply with any of the conditions, makes it impossible to average the practices with the partial exams, and therefore the subject is suspended.

**Practices are NOT RECOVERABLE.** Each NP practice will have a "0" of note/grade

Practices delivered OUT OF TIME will only be accepted by the teacher, very exceptionally, FOR REASON FOR MAJOR JUSTIFIED FORCE.

**These 3 exercises, outside, added to 1 average grade exposures, attendance and attitude in class will account for 25% of the grade. (4 grades of 6,25% = 25%)**

Finally, they will be responsible for a work / project of a subject, to be carried out in groups, where they must reflect in a practical way the knowledge acquired, this work will be presented in writing (70% note) and must be presented and defended orally (30%). In order to approve the signature, it is essential to have completed and approved the work. **The final grade of the work represents OVER 25 ( 17,5 written+ 7,5 oral pres.)=25% of the subject.**

**Final summary with the percentages of each global section of the evaluation system:**

**Partial I: 25%**

**Partial II: 25%**

**Activities in class +(1grade 6,25%)+Activities outside the classroom( 3 grades of 6,25%) Total 4 activities 4x 6,25= 25%**

**Final Work: 25% (MANDATORY TO PASS THE SUBJECT)**



ACTIVITY	EVALUATION %	CA /RA	CONDITIONS	DEDICATION
ACTIVITY 1 TOPICS 1 TO 4 COMPULSORY	6,25%	CE2 CE6 CE7 R3,R4,R7	INDIVIDUAL OR PAIRS  DEADLINE AND NOT RECOVERED	10 HOURS
ACTIVITY 2 TOPICS 5 TO 6 COMPULSORY	6,25%	CE2 CE6 CE7 R3,R4,R7	INDIVIDUAL OR PAIRS  DEADLINE AND NOT RECOVERED	10 HOURS
ACTIVITY 3 TOPIC 7 TO 10 COMPULSORY	6,25%	CE2 CE6 CE7 R3,R4,R7	INDIVIDUAL OR PAIRS  DEADLINE AND NOT RECOVERED	10 HOURS
WORK PROJECT ORAL PRES.	7,5%	CE2 CE6 CE7 R3,R4,R7	TOUTORING BY TEACHER	5 HOURS
WORK PROJECT WRITTEN PRESENT.	17,5%	CE2 CE6 CE7 R3,R4,R7	TOUTORING BY TEACHER	20 HOURS

<p>PARTIAL 1-  TOPICS 1 TO 4 IPR concepts  Kinnetics ans semiology  GPR</p>	<p>25%</p>	<p>CE2 CE6 CE7  R3,R4,R7</p>	<p>LIBERATORY IF  APROVED.  IFSUSPENDE  GOES TO  COMPLEMENTARY</p>	<p>10 HOURS STUDING AND 10 PRACTICE CASES</p>
<p>PARTIAL 2  TOPICS 5 TO 8  Image Nation  Global Media  Int. Protocol  Ethic an IPR</p>	<p>25%</p>	<p>CE2 CE6 CE7  R3,R4,R7</p>	<p>LIBERATORY IF  APROVED.  IFSUSPENDE  GOES TO  COMPLEMENTARY</p>	<p>10 HOURS STUDING AND 10 PRACTICE CASES</p>
<p>ACTIVITIES IN CLASS- PRESENTATIO NS  AND ROL PLAY</p>	<p>6,25%</p>	<p>CE2 CE6 CE7  R3,R4,R7</p>	<p>Minimum 50% done. Average 5</p>	<p>10 HOURS</p>
<p><b>TOTAL 100% 60H + 105 =165H</b></p>				

**METHODOLOGY:**

The subject is present and distributed in 2 weekly sessions of 2 hours each, on **TUESDAYS ( 16,00-18,00pm- GROUP B and 18,15 pm to 20,15- GROUP A)**

**WEDNESDAYS ( 16,00-18,00pm- GROPU A and 18,15 pm to 20,15pm GROUP B)**

The sessions will combine the theoretical knowledge imparted by the teacher along with a high oral participation of the students who will have to put practical examples of the concepts learned.( role acting and debate sessions)

Usually a part of the sessions will be dedicated to putting small reinforcement exercises, which will be evaluated and commented in class.

Some sessions will also have audiovisual tools as protagonist.

It is recommended that students review the topics given each week for the best practice of practice and punctual exercises in class.

On the other hand, during the hours of personal work, the students will make a final work of the subject that they will have to exhibit at the end of the academic period. For this, the students will have systems of tutoring with the teacher in order to supervise and guide the development of the project.

At the end of the school year, the last classes will be devoted to presenting orally and with audiovisual support, the assignment work that has been done in groups of students.

The teaching staff will consider the development and progress of each student individually.

Any student who does not sit an exam and he does not justify his absence on grounds of force majeure, either to Coordination or Academic Tutoring, will lose this opportunity. He will be able to do it in the complementary period, but only in case he meets the requirements for it. If the student has provided a certificate of absence due to a case of force majeure, he will sit the exam on the complementary date and he will still keep another examination sitting. In case, he would not pass the exam on the complementary date, he will have another opportunity before the last day to record grades.

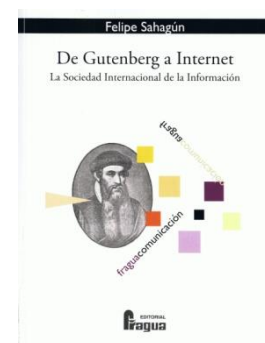
Any student who does not make an oral presentation and he does not justify to the teacher that it has been a case of force majeure, will lose the chance to do it another day.

Likewise, any student who does not deliver an activity on deadline and he does not justify to the teacher that it has been due to force majeure, he will miss the opportunity.

## Reference Manual / Bibliography

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