

PUBLIC RELATIONS POLICIES AND TECHNIQUES**COURSE:** FIRST**SEMESTER:** SECOND**TYPE OF SUBJECT:** MANDATORY**CREDITS:** 6 ECTS**LANGUAGE:** ENGLISH**PROFESSOR:** [M^a DEL PILAR LEAL LONDOÑO](#)**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:**BASICS**

- 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: To 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: To 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: The student articulates the processes and techniques of conception, planning, design, implementation and evaluation of comprehensive communication campaigns.
- R5: he/she uses and applies the tools and processes of persuasive communication where publicity and public relations are integrated as well as the mechanisms that make possible its strategic integration.
- R8: she/he identifies and describes the main structural components of each sector involved in publicity and public relations communication.
- R10: She/he 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. Setting the basis of the Public Relations and the international-Communication

The Public Relations definition: between societal and corporate culture

Types of Public Relations and distinctions

2. Historical bases of the public Relations in a global context

The public relations in its origins

The Grunig's and Hunt's four models

Study of paradigmatic cases

3. Government & public relations

Spin doctoring

The Lobby

The propaganda and its definition

Media management Definition

Study of paradigmatic cases

4. Strategic Planning and management for Public Relations

Steps of building strategic communication

Managing corporate identity through corporate communication

Managing relations with media

Managing online reputation

Branding and storytelling

5. Stakeholder public relations

The roles of public relations practitioners

Internal communications

Public sector public relations

Consumer public relations

B2B public relations

6. Global Public relations & communication in intercultural contexts

Theories and methods

Comparative cultural metrics

Structural comparisons

Case studies analysis

7. Tools and techniques for writing a public relations plan

Timescales

Task planning techniques

Critical path analysis

Resources

Measuring success

8.- When the plan doesn't work. The crisis management in PR.

Situational crisis communication theory

Crisis management techniques

Analysis of paradigmatic cases

Preparation of a plan of crisis communication plan

9. How to persuade

History of ethical persuasion

Main techniques of persuasion

Case studies

10. PR trends: shaping the future

Changing media

Future challenges

Analysis of the main new trends of PR nowadays

ASSESSMENT SYSTEM:

Assessment activities	Weight (%)	Date
Exam I	25%	1ºRPA: 17 th of March 1ºRPB: 18 th of March 1ºRPC: 20 th of March
Exam II	25%	1ºRPA: 26 th of May 1ºRPB: 27 th of May 1ºRPC: 29 th of May
Individual case analysis report	20% Mandatory	13 th of March

Teamwork PR campaign report and presentation	20% (10% report +10% oral presentation in class)	1ºRPA: 14 th of April 1ºRPB: 15 th of April 1ºRPC: 17 th of April
Individual Press-release writing	10% Optional	1ºRPA: 8 th of May 1ºRPB: 8 th of May 1ºRPC: 11 th of May

Exams:

There will be two individual exams in this course each of them has a weight of 25% in the final grade. Exams are non-cumulative in content. The exams will cover all of the course readings (textbook chapters and supplementary readings), handouts, class discussion and student presentations. The exams will be a combination of case analysis and short answer questions. It is recommended to present exam I in order to present exam II in order to guarantee an appropriate learning process.

The assessment activity that is possible to retake in this course during the retake week is just the two exams. However, it is required to obtain a grade of 5 or more in these exams in order to make an average with the rest of evaluation activities.

Course assignments:

It is important to read carefully the assignment guidelines and requirements and to seek assistance from the instructor as soon as possible to clear up any doubt or misunderstanding. There are three assignments in this course, additional to the two midterm exams.

a) Individual case analysis report: Each student will submit a 5-8 page report based on a literature review of trade and academic publications, and find real world examples of best practices in common uses of social media as part of public relations efforts. You should focus on one of the following areas:

- A) Public relations best practices for going viral and generating word of mouth
- B) Public relations best practices for creating content and gaining followers
- C) Public relations best practices for starting conversations and encouraging participation
- D) Public relations best practices for launching products or ideas
- E) Public relations best practices for starting a social movement (and/or motivating to action)

The report must contain at least the following sections:

- Introduction
- Main Body
- Conclusion

Be logical and consequent

Theoretical grounds should be linked to the case presented and described

This activity is mandatory and will make average with the rest of the assessment activities.

This activity represents 20% of the final grade.

The report must be uploaded through the virtual campus prior to the deadline. It will be no accepted activities after the deadline or per email.

b) Teamwork PR campaign report and presentation: Students will select their own teams and work together to prepare a brief of PR campaign based on the strategic planning and management lecture materials and debates. Students must assume they are working for a public relations agency charged with creating a public relations campaign, which must include a realistic strategy and communicative goals for a real-life organization's product, service or NGO issue/cause. Each group must build a campaign in accordance with one of the models of public relations. Therefore, to broaden the knowledge of various PR functions, students may choose one of the dimensions of PR activities: corporate PR, branding PR activities, personal PR.

A campaign proposal for the client must include:

- (1) Executive Summary
- (2) Situation Analysis
- (3) Target Audience and key stakeholders
- (4) Goal

- (5) Objectives
- (6) Key Messages
- (7) Strategies
- (8) Tactics
- (9) Risk Analysis
- (10) Budget
- (11) Monitoring and evaluating

Any presentation material can be used (powerpoint, prezi, etc.). Creativity in the presentation will be welcomed. Here are some guidelines for the presentations:

- Be careful to use your time wisely. Rehearse the presentation several times to make sure that you have the “right” amount of material to cover (not too much or too little). Leaving ample time for questions is important.
- Establish eye contact with as much of the audience as possible! – Know your material well enough that you can engage your audience and not rely on note cards. The key here is practice!
- This is meant to be a “professional presentation.” Personality and warmth are important characteristics of effective speakers.

- Write what you plan to say in advance and carefully select your words to avoid generalizing, vague references, and offensive or derogating comments.
- Be sure to prepare a handout for your audience.
- You know that appearances matter in professional public relations presentations and in this case it signals credibility to your audience. Be sure to discuss attire with your teammates to achieve a consistent “look.”
- Don’t try to cover too much material, as a rule of thumb a twenty-minute presentation should have no more than about 15 - 20 slides. You should not be standing up and reading from your slides, rather use them as “talking points” and fill in the content as you go. As a counterpoint to this advice, be sure that your slides are designed to trigger the major points (take-a-ways) from the talk when reviewing them in retrospect.

The report will not exceed 10 pages and the presentation no longer than 15 minutes + 5 minutes questions. This activity will make average with the rest of the assessment activities. This activity represents 20% of the final grade and is divided in: 10% for the report and 10% for the presentation.

The report and the presentation must be uploaded through the virtual campus prior to the deadline. It will be no accepted activities after the deadline or per email.

c) Individual Press-release writing: Students should illustrate good knowledge of public relations concepts and how they can be applied. Therefore, students must write a press-release for an international tourism fair. Students must choose a country for writing a press-release. This activity will be evaluated based on the following criteria:

- Sharpening the correct style and voice
- Looking for the value of the message
- Fitting up to social media
- Thinking about the visuals

This activity represents 10% of the final grade and will make the average with the rest of the assessment activities. This activity is optional.

The teacher will consider the progression and continuous evaluation of the student. If the student passes successfully the assessment activities but he or she has failed one or the two-midterm exams, the student will have the chance to recover the exams during the retake week, in order to improve the marks.

Retake:

Remember, retake is just possible for the two midterm exams and you must pass with 50 for making the average. The date for the retake will be:

1ºRPA: 2nd of June

1ºRPB: 3rd of June

1ºRPC: 1st of June

METHODOLOGY:

The course 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 individual work.

Additionally, during the hours of individual work, the students will make a final project by groups with their respective oral presentations. 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 individual work to this course every week in order to consolidate the acquired knowledge of each topic. This individual work will consist of making a review of theoretical aspects given in class and complement them with the basic bibliography.

Notes

- The instructor will consider the development and progress of each student individually.
- Any student who does not present an exam and he/she does not justify his/her absence based on of force majeure, either to Coordination or Academic Tutoring, will be grade with zero. If the student has provided a certificate of absence due to a case of force majeure, he/she will present the exam on the retake week.

- Any student who does not make an oral presentation and he/she does not justify to the instructor that it has been a case of force majeure, will be grade with zero.
- Likewise, any student who does not deliver an activity on the deadline and he/she does not justify to the instructor that it has been due to force majeure, the assessment activity will be grade with zero.
- The student who, a week before the 2nd exam, does not have 80% attendance (having given the notes from the faculty), will lose the right to be evaluated in the ordinary dates. Therefore, you will have to go directly to the retake (as long as you meet the requirements indicated in the course syllabus).
- Misspellings will subtract 0.1 points. If the student makes more than 20 misspellings, the teacher will stop correcting the activity/exam.

Course policies

- I strive to build and maintain the best possible learning environment for the students in this course. However, this is impossible without your collaboration. Students are expected to behave in a cordial and professional manner in class. Mutual respect is very important to our learning environment. Please be quiet and attentive when the instructor or your fellow classmates are speaking; be respectful to different opinions and experiences; and be open to sharing your own experiences and opinions.

- **Laptops.** In an effort to encourage class participation, computers are allowed to take notes regarding the class content.
- **Phones.** Please turn your mobile phones to silent when you are in class, unless they are needed for emergency purposes (please let me know ahead of time). Vibrate mode is distracting, so if your phone cannot be set to silent, please turn it off. Absolutely NO TEXTING during class. Students who are found texting during class will be invited to leave the classroom.
- **Plagiarism and cheating.** Please take all possible steps to avoid plagiarism and cheating. It will not be tolerated.

Bibliography

- Aronson, M. (2007). *The Public Relations Writer's Handbook The Digital Age*. Wiley imprint.
- Theaker, A. (2001). *The Public Relations Handbook, 2nd ed.* Routledge.
- Gillis, T. (2011). *The IABC Handbook of Organizational Communication A Guide to Internal Communication, Public Relations, Marketing, and Leadership*. United States Jossey-Bass

- Freitag, A. & Quasenberry, A. (2009). *Global Public Relations: Spanning Borders, Spanning Cultures*. Routledge.
- Krishnamurthy S. & Veri, D. (2009). *The Global Public Relations Handbook Theory, Research, and Practice*. Routledge.
- Farmer, J.R. (2017), [Extraordinary PR, Ordinary Budget. A Strategy Guide](#), Berrett-Koehler Publishers.
- Leaf, R. (2012), [Art of Perception. Memoirs of a Life in PR](#), IPG (Independent Publishers Group).

Websites:

- <https://instituteforpr.org/about/>
- <https://www.ipra.org/>
- <https://eu-pr.excellence-awards.com/>

Assessment activity	Weight	Competences & learning outcomes	Requirement	Dedication
Exam I Themes 1-4	25%	CB1, CB2, CB3, CB4 Learning outcomes R8, R10, R12	Mandatory and retake possibility. It is recommended to present exam II in order to guarantee an appropriate learning process.	15 hours of studying
Exam II Themes 5-10	25%	CB1, CB2, CB3, CB4, CB5, CG3 Learning outcomes R4, R5, R8	Mandatory and retake possibility. It is recommended to present exam I in order to	25 hours of studying

			present exam It to guarantee an appropriate learning process.	
Individual case analysis report. This activity focuses on an analysis of a real case based on literature review.	20%	CB1, CB3, CB5, CG1, CE2 Learning outcomes R8,R10, R12	Mandatory and without retake possibility	20 Hours
Teamwork PR campaign report and presentation. This activity focuses on	20% (10% report +10% oral presentation in class)	CB3, CB4, CB5, CG1, CG3, CE2 Learning outcomes R4,R5, R10, R12	It is recommended to do this activity, otherwise, you will be graded with	30 Hours

the design of PR campaign			zero and without retake possibility.	
Individual press-release writing	10%	CB1, CB3, CB4, CG1 Learning outcomes R5, R12	Optional and without retake possibility	20 hours
CLASS HOURS				60
TOTAL HOURS				170