

**PUBLIC RELATIONS STRATEGIC PLANNING****COURSE:** SECOND**SEMESTER:** FIRST**TYPE:** OBLIGATORY**CREDITS:** 3**LANGUAGE:** ENGLISH**PROFESSOR:** [ANNA HURTADO GONZALEZ](#)**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, analyzing, executing and evaluating public relations strategy, both for a public relations agency client and within an organization.

**SKILLS:****BASIC**

- **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 the resolution of problems within their area of study.

**GENERAL**

- **GC1** – Developing linguistic skills, needed to express adequately and convincingly in different situations of oral and written communication in English and the language of the community.

**SPECIFIC**

- **CE2** To design, plan and manage corporate identities, graphics and visual elements that are to be applied in the study of marketing and advertising campaigns.
- **CE4** To manage key marketing tools strategic for application in the field of advertising, public relations and marketing in both domestic and, especially, international markets.
- **CE6** 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:

- **R1** Analyze and use the basic principles of public relations.
- **R2** Distinguish the different theoretical schools (American, European and Spanish) from the management and analysis of numerous definitions of public relations.

- **R4** Analyze the different audiences to be targeted (external, internal, etc.) through a public relations strategy
- **R5** Be able to analyze strategies and tools for communication success and reach the goals set by each organization.
- **R6** Use strategies and tools for communication success and reach the goals set by each organization.

## **CONTENTS:**

### **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: Analyzing the Situation
- b) Step 2: Analyzing the Organization
- c) Step 3: Analyzing 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 (25% each)
- 2 practical (and individual) activities (20%). 2 case studies. 10% each.
- 1 Final team project: max. 4 people.

There will be two exams for the theoretical part with a total value of 50% of the final mark.

A final project, which will have a 30% value. The remaining 20% will be obtained from two individual activities. The teacher will also take into account the individual evolution of each student during the course.

(\*): 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.

**Late handing in of assessments is penalized with 50% off 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 plagiarize 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.

Activity	Evaluation	Comp and RA	Conditions	Hours
Assignment 1.  Analyze a company organization, situation and detect PR needs.	10 %	R1 CB2 CG1 CE4 CE6	Individual  Mandatory  Can not retake	5 h.
Assignment 2  Analyze a real company publics and set the goals and objectives, formulating PR actions and Strategies.	10 %	R3 R5 R6 CB2 CG1 CE2 CE6	Individual  Mandatory  Can not retake	5 h.
Part Exam 1	25 %	R1 R2 R3 CB2 CG1 CE4 CE6	Individual  Mandatory  Can retake if the student has followed the rest of the evaluation correctly	15 h.

Part Exam 2	25 %	R1 R2 R3 R5 R6 CB2 CG1 CE2 CE4 CE6	Individual  Mandatory  Can retake if the student has followed the rest of the evaluation correctly	15 h.
Team Project  Create a complete Public Relations Plan.	20 %	R1 R2 R3 R5 R6 CB2 CG1 CE2 CE4 CE6	4 people max.  Mandatory  Can not retake	10 h.
Team Project Oral Presentation	10 %	R1 R2 R3 R5 R6 CB2 CG1 CE2 CE4 CE6	Team organization and Individual speaking skills will be evaluated.  Mandatory  Can not retake.	5 h.
			TOTAL HOURS DEDICATION	55 h.
			TOTAL CLASS HOURS	30 h.

**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.

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.

The student who has not attended a minimum 80% of classes within a week before the midterm or final exams (having submitted the supporting documents to his/her tutor), will be excluded from the ordinary examination. In this case, the student will have to attend the complementary exam, provided that he or she meets the requirements laid out in the study program.

## **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 21<sup>st</sup> 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>

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