

## **SPECIALISED PUBLIC RELATIONS**

**COURSE:** SECOND

**SEMESTER:** SECOND

**TYPE:** BASIC FORMATION

**CREDITS:** 3

**LANGUAGE:** ENGLISH

**SENIOR LECTURER:** [ANNA HURTADO](#)

### **OBJECTIVES:**

1. Recognize the skills and abilities necessary to perform the public relations profession.
2. Understand the objectives and role of public relations in different areas.
3. Identify key audiences with which an organization should communicate.
4. Apply key public relations tools to communicate relevant information to the public and organizations.

### **COMPETENCIES:**

#### **BASIC**

- **BC2** – 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**

- **EC4** – Manage the fundamental tools of strategic marketing and apply them in the field of advertising, public relations and marketing in national markets and especially in international markets.
- **EC6** – Listening, negotiating, persuading and communicating effectively (orally and in writing), using the appropriate means of the business world, such as the preparation and presentation of reports on specific situations in the advertising field and Public Relations.

**LEARNING OUTCOMES:**

- **R1** – Applying and analysing the basic principles of Public Relations
- **R3** – Planning communication activities for different organizations: Public institutions, private companies, social organizations, political parties, the media, etc.
- **R4** – Analysing different audiences to address through Public Relations (external, internal, etc.)
- **R5** – Analysing necessary strategies and tools for the communication to reach success and objectives set by any organization.
- **R6** – Using necessary strategies and tools for the communication to reach success and objectives set by any organization.

**CONTENTS:****1. INTRODUCTION TO CONTEMPORARY PUBLIC RELATIONS**

- Meaning and scope of public relations
- The profession and the practice of public relations in different fields
- PR practitioners profile skills and abilities
- Ethics
- Professional associations

## **2. CORPORATE PUBLIC RELATIONS**

- Key publics of the organizations
- The role of Corporate Public Relations
- Internal and external communication
- Communication plan.

## **3. EXTERNAL COMMUNICATION AND MEDIA RELATIONS**

- Objectives of media relations
- Guidelines to effective media relations
- Generating media interest
- Media events
- Writing a press release

## **4. INTERNAL COMMUNICATION AND EMPLOYEE RELATIONS**

- The role of employee communication
- The importance of employee communication
- The media of employee communication

## **5. PUBLIC RELATIONS IN THE SERVICE SECTOR**

- Defining services
- Types of service providers
- Challenges of services communication
- PR in non-profit organizations

## **6. PUBLIC RELATIONS IN THE TOURISM AND TRAVEL INDUSTRY**

- The industry scope
- The industry trends
- The industry challenges
- The role of public relations
- Communication tools and techniques

## 7. FINANCIAL RELATIONS

- Defining financial relations
- The role of financial relations
- The publics
- Communication strategies

### EVALUATION SYSTEM:

There will be two partial exams that will have a value of 50% of the final grade. The remaining 50% will be obtained from three papers, attendance, active participation in class, in addition to oral presentation of the work in group:

- Partial Exam I: 25%. Minimum grade to pass 5/10 (five out of 10). Susceptible of recovery by a complementary exam, as long as the student has correctly developed the rest of the continuous evaluation.
- Partial Exam II: 25%. Minimum grade to pass 5/10 (five out of 10). Susceptible of recovery by means of a complementary examination, as long as the student has correctly developed the rest of the continuous evaluation.
- Activity A: 10%. Mandatory individual work. The student must do it and deliver it on the stipulated date in order to be able to prove the correct development of the continuous evaluation.
- Activity B: 10%. Mandatory individual work. The student must do it and deliver it on the stipulated date in order to be able to prove the correct development of the continuous evaluation.
- Work in group: 30%.

- Mandatory work. The students will have to do it and make the different deliveries on the stipulated dates, for its correct monitoring by the teacher and for the correct monitoring of the subject itself and its continuous evaluation by the students. This part of the development will have a value of 20%
  - Mandatory oral exposure. The students can make it, as long as they have made the partial deliveries of the work in group. This part will have a value of 10%.
- The teacher will take into account the evolution, progress, proactivity, effort and development of the continuous evaluation of each student; besides taking into account the attendance and active participation. Special consideration to the contributions made by the students will be given.

To be able to average the final qualification, it is essential to obtain a minimum rate of 5 in the two partial, to deliver the work in group, to expose it, and to carry out at least one of the two individual activities.

Activities must always be delivered through the platform within the established period. The delay in delivery will be penalized in the final qualification of the work at the rate of 1 point less for each hour that exceeds the established term.

Actividad	Evaluación	Competencias y RA que se evalúan	Condicionante	Dedicación
<b>Actividad A</b>	10%	Competencias: B2,C4, G1, E4, E6  Resultados de Aprendizaje: R3, R4, R6	Individual  Entrega Obligatoria en la fecha estipulada.  No recuperable.	8 horas

<b>Actividad B</b>	10%	<p>Competencias: B2, C4, G1, E4, E6</p> <p>Resultados de Aprendizaje: R1, R3, R4, R5, R6</p>	<p>Individual</p> <p>Entrega Obligatoria en la fecha estipulada.</p> <p>No recuperable.</p>	8 Horas
<b>Trabajo Final en Grupo</b>	20%	<p>Competencias: B2, C4, G1, E4, E6</p> <p>Resultados de Aprendizaje: R1, R3, R4, R5, R6</p>	<p>Entrega obligatoria de cada parte para la evaluación continua.</p> <p>Entrega Final Obligatoria</p> <p>No recuperable.</p>	15 horas
<b>Exposición Oral del Trabajo Final en Grupo</b>	10%	<p>Competencias: B2, C4, G1, E4, E6</p> <p>Resultados de Aprendizaje: R1, R3, R4, R5, R6</p>	<p>Los alumnos podrán efectuar la exposición, siempre y cuando hayan realizado las entregas parciales y la entrega final.</p> <p>No recuperable.</p>	
<b>Parcial I</b>	25%	<p>Competencias: B2, C4, G1, E4, E6</p> <p>Resultados de Aprendizaje: R1, R3, R4, R5, R6</p>	<p>Aprobado a partir del 5 sobre 10.</p> <p>Recuperable en complementaria siempre y cuando el estudiante haya efectuado el correcto seguimiento del resto de la evaluación</p>	15 horas de estudio

<b>Parcial II</b>	25%	Competencias: B2, C4, G1, E4, E6  Resultados de Aprendizaje: R1, R3, R4, R5, R6	Aprobado a partir del 5 sobre 10. Recuperable en complementaria siempre y cuando el estudiante haya efectuado el correcto seguimiento del resto de la evaluación	15 horas de estudio
<b>HORAS DE CLASE:</b>				<b>30 HORAS</b>
<b>TOTAL HORAS DEDICACIÓN:</b>				<b>91 HORAS</b>

### **METHODOLOGY:**

The subject is face-to-face and combines theoretical knowledge with its implementation. Throughout the class sessions, the teacher will expose contents of the program through the use of different learning methodologies, besides carrying out group training activities to complement and put into practice the acquired knowledge. In addition, students should carry out individual activities during their personal work hours.

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

Finally, it is recommended that the student dedicate each week a few hours of personal work to this subject in order to consolidate the knowledge acquired in each one of the items. This personal work will consist of a review of the theoretical aspects treated in class and complement them with the basic bibliography.

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.



**REFERENCE BOOK:**

- **Fundamentos de las Relaciones Públicas.** TAPIA FRADE, ALEJANDRO. Spain Ediciones Pirámide 2015



**COMPLEMENTARY BIBLIOGRAPHY:**

- **Casos de estudio de relaciones públicas Espacios de diálogo e impacto mediático.** MATILLA, KATHY. Barcelona Spain Editorial UOC, S.L. 2016

