

INTERNATIONAL PUBLIC RELATIONS TECHNIQUES

COURSE: FIRST

SEMESTER: FIRST

TYPE: MANDATORY

CREDITS: 3

LANGUAGE: ENGLISH

PROFESSOR: [RAQUEL CRISÓSTOMO](#)

OBJECTIVES:

The main aim of this subject is to provide an overview of the origins, processes and possibilities of the use of the good public relations in an international level, as well as analyze the communication and the Public Relations with the consumer. Likewise, the student will learn how to sum up and analyze the information, in pro of the correct design of the Strategic Plan of Public Relations: from the theoretical contents, through the phases of the design of a PR plan, the implementation and results, until finishing with the evaluation of the efficiency of the project.

COMPETENCES:

G3 – Develop the capacity of empathize, adapt, work and lead international groups and multicultural, interdisciplinary, competitive and complexes contexts to understand and apply the concept of network.

G5 – Develop a remarkable communicative capacity in English language.

G6 - Look for and explore new resources of information and apply quantitative and qualitative criteria in the taking of decisions.

BASIC

CB3 – Develop the capacity to interpret data to in order to think about notable subjects of social type, scientific or ethical.

TRANSVERSAL

T3 – Interact in global and international contexts to identify needs and new realities that allow transferring the knowledge to fields of current professional development or emergent.

T6 – Use distinct forms of communication, so much oral as written or audiovisual, in the own language and in foreign languages, with a high degree of correction in the use, the form and the content.

SPECIFIC

E4 – Know the main sources of economic statistical information and business available, analyze them and use them in the processes of taking of decisions in the international businesses.

E8 – Identify the economic surroundings, cultural, politician, legal, demographic and technological that they can represent opportunities and threats for the development of the activity in international businesses.

E10 – Manage any activity and taking of decisions in different functional areas of an organization with international activity.

E12 – Adapt the different technicians of communication and negotiation in function of the speaker and define a clear aim to communicate or negotiate.

E14 – Develop a sufficient communicative capacity to be competent in other languages in the world of the businesses.

LEARNING OUTCOMES

R2. Evaluate and apply properly the combination of strategies and the methods of managing of customers in an international context.

R3. Integrate and it interrelate the activity of CRM with the rest of activities of the department of Marketing.

R4. Sum up and interpret data, when it is precise and pertinent, the reflections on subjects of social type, scientific or ethical in the field of study.

R5. Use the audiovisual language and its distinct resources, to express and present contents linked to the specific knowledge of the field.

R6. Assume distinct responsibilities related to the individual and collaborative work and evaluate the results obtained.

CONTENT

1. The Public Relations and the international Communication

- The Public Relations: Definition
- Base and foundations of communication.

2. Historical bases of the public Relations

- The public relations in his origins
- Spin doctors and the perversion of the public relations
- Study of paradigmatic cases

3. Propaganda

- Definition
- Use and abuse: case studies
- Study of paradigmatic cases

4. New informative uses in the public relations: the media convergence and why affects PR. The culture of the convergence and the storytelling: pros and cons.

- The profits of the storytelling at the PR.

- Branding and storytelling at the PR.
- Possibilities of the transmedia storytelling applied to PR projects.

5. How put in practice the public relations 1: The design of a plan of communication

- Communication, strategies and possibilities to apply to a communication plan
- Design of a plan of communication for a project of PR

6. How put in practice the public relations 2: The dangers of a PR project

- Analysis of paradigmatic cases
- Preparation of a risk communication plan applied to a project of PR

7. When the plans do not work. The crisis management in PR.

- Crisis management techniques
- Analysis of paradigmatic cases
- Preparation of a plan of crisis communication plan

EVALUATION SYSTEM (all the rubrics are in the moodle platform):

The exam (40%):

There will be one exam (written, practical and individual) covering all the content of the subject, with a weight of a 40% of the final grade; the remaining 60% will be obtained by a group work, the follow-up of individual exercises and an oral presentation of the group work.

The only item that is possible to be recovered in the week of recovery is the exam. It is required to obtain a grade of 40 out of 100 or more in this exam in order to make average with the rest of evaluation activities. If the student doesn't achieve this grade has the chance to improve it at the complementary period. Once obtained this grade, the average with the rest of the activities can be done. It is mandatory to assist to this

exam, to hand in the group work and to make the presentation in order to make the average. Spelling mistakes will subtract 0.1 points. If the student makes more than 20 mistakes, the professor will stop correcting.

Exams will be on:

- group 1: 28/01/2021
- group 2: 21/01/2021

Review for the exam will be on: December 17th

Class participation (10%):

Students are expected to participate in class by asking questions that show their active engagement in class and by being able to comment on the readings, materials or exercises due for each session. The level of engagement with the class materials, as evidenced in written works and class participation, will be a 10% of the final grade.

Oral presentations (group activity, 10%):

Oral presentations, with a weight of a 10% of the final grade, will be done at the specific day detailed by the professor in the schedule. Oral presentations to explain the final project must be done in the same groups of work. If a member is missing that day, this means a zero grade for that member. If the absence is justified, the student will get the same grade that the rest of his/her partners. But in any case the participation can be recovered another day. Presentation time will be 15 minutes as maximum. Any presentation format can be used (PowerPoint, Prezi, etc.) and creativity will be very

welcomed. The presentation material has to be uploaded before the beginning of the presentations at the Moodle platform by all the students of the group. If the presentation material is not uploaded to the platform, the professor will grade the activity directly with a zero in the specific case of the student that didn't upload the content.

Oral presentations will be on: January 7th & January 14th 2021. Oral presentations content will be uploaded as maximum January 6th for all the groups.

Final work (group activity, 20%): The students will be required to develop a PR strategy applied to an existing international business project or a new one. There's no a specific extension required. Mandatory parts of this work will be (there can be other extra points that the student consider necessary):

- Introduction to the international product(s)/brand/project and business area related to PR
- Communication plan
- Risk management plan
- Crisis management plant
- Conclusions.

The dateline will be: December 17th by midnight.

Follow-up of the activities (individual/group activity, 10%):

The participation is required in all classes. Different activities will be done in class, but in order to evaluate the participation, the student has to complete 5 specific evaluable exercises on Moodle platform (each one a 2% of the final grade). These exercises can be related or not to the final work, to the individual activity and or to the theoretical content of the subject. These exercises also will be part of the discussion in class, so also can be material for the exam. Late exercises will not be admitted. Exercises must be uploaded to the platform. These exercises also will be part of the discussion in class, so also can be material for the exam. Late exercises will not be admitted. Exercises must be uploaded to the platform.

Individual activity (10%):

The objective of the individual activity is to analyze or develop a PR strategy based on a real case of PR fiasco. Delivery of the individual activity will be on December 10th by 11.59 pm.

Continuous evaluation:

The professor will consider the progression and continuous evaluation of the student. If the student passes successfully the practical part of the continued evaluation but he or she has failed the exam, the student will have the chance to recover it in the complementary period. In case the exam has been passed at first round, it's not allowed to improve marks at the complementary period. The date of the recoveries is 11/02/2021.

Only uploaded exercises at the specific dateline will be graded. If the activity is not at the moodle platform by the stablished time, the professor will grade the activity directly with a zero.

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, besides making group activities in which acquired knowledge will be put into practice. Furthermore, the students must do individual activities during the hours of personal work. Additionally, during the hours of personal work, the students will make a final project by groups with their respective oral presentations at the end of the academic period. 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 personal work to this subject every week in order to consolidate the acquired knowledge of each topic. This personal work will consist of making a review of theoretical aspects given 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 or she will be able to do it in the complementary period, but only in case he or she

meets the requirements for it. If the student has provided a certificate of absence due to a case of force majeure, he or she will sit the exam on the complementary date and he will still keep another examination sitting. In case, he or she would not pass the exam on the complementary date, he or she will have another opportunity before the last day to record grades. Any student who does not make an oral presentation and he or she does not justify to the professor 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 professor that it has been due to force majeure, he or she will miss the opportunity.

ATTENDANCE

The student who has not attended a minimum 80% of classes within a week before the exam (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.

BIBLIOGRAPHY:

Bussey, C. (2012), [*Brilliant PR. Create a PR sensation, whatever your budget, whatever your business.*](#) Pearson Education Limited.

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).

Salzman, M (2017), [Agile PR. Expert Messaging in a Hyper-Connected, Always-On World](#), AMACOM.

WORKLOAD ESTIMATION FOR THE SUBJECT

Activity	Percentage weights	Competences and learning results	Conditions	Dedication
Exam	40%	CB3+R2+R1	Can be recovered at the complementary period if the student has done the correct following of the rest of the activities. If the student has not delivered the rest of the activities, doesn't have option to recover this midterm.	24 h. of study
Follow-up of the activities	10%	Activity 1: R1+CB3 Activity 2: R4+G3 Activity 3: R3+CB3 Activity 4: R4+G3 Activity 5: R2+T3	Individual or groupal depending of the activity. There will be 5 activities of a 2% each one. Any activity uploaded out of the deadline, won't be accepted and can't be recovered.	13 h.
Group work	20%	R6+R5+G3+T6	Only will be graded if the material presentation is uploaded in the deadline. This activity can't be recovered.	17 h.
Oral presentation of group work	10%	R5+T6+CB3+G5	Only will be graded if the material presentation is uploaded in the deadline. This activity can't be recovered.	
Individual activity	10%	R4+CB3+R2	Divided in two parts: the activity (5%) and its oral presentation in 5 minutes (5%). This activity can't be recovered.	6h.
Class participation	10%	G5+R1	Individual interaction during the sessions that can't be recovered.	1h
Class hours: 30h.				
Total time of dedication to the subject: 90 h.				