

## **PUBLIC RELATIONS IN INTERNATIONAL MARKETS**

**COURSE:** THIRD

**SEMEST:** SECOND

**TYPE:** OPTIONAL

**CREDITS:** 6 ECTS CREDITS

**LANGUAGE:** ENGLISH

**SENIOR LECTURER:** 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**

- **1 Subject Introduction. The Challenges of International Public Relations**
  - In Search of an Identity: Defining Public Relations Myriad Forms of Public Relations
  - Emerging Democracies, Developing Public Relations
  - Business-Driven Public Relations
  - Cultural Relationship Constructs
  - International Public Relations Today
  
- **2. Opening Global Gateways**
  - Multinational Corporations.
  
- **3. Global Opportunities and Problems**
  - National Image Cultivation
  - Language, Meaning, and Culture The Circuit of Culture Model
  - The Five Moments Balancing Determinism and Relativism
  - Applying the Circuit of Culture to Practice
  - Production Representation Consumption Identity and Regulation
  - Completing the Circuit
  
- **4. The Regulatory Environments of Global Public Relations Practice**
  - Notions of Regulation

- Shifting Politics, Evolving Public Relations
- The Agents of Blurring Boundaries
- Politics
- Technology
- Economy
- Cultural Norms: The Hidden Regulators
- Regulating Global Public Relations Practice
- **5. The Face and Shape of Global Public Relations Campaign Materials**
  - Representing Representation
  - New Discourses Through Technology and Trade Shows
  - Employee Relations: Creating a Global Army
  - Mobilizing Public Support for Eradication
  - Media Relations
  - Implications for International Practice
- **6. Practicing Public Relations in a Global Environment**
  - Global Dimensions of Public Relations
  - Gender, Race, Class, and Power
  - Worlds Apart: Differing Approaches to an International Agency Burson-Marsteller's Asian Expansion
  - The Globalization of Public Relations and the Circuit of Culture
  - Glocalizing Public Relations
  - Campaign Strategies
  - Surveillance and Containment
  - Developing a Proactive Communication
  - Strategy Targeting Opinion Leaders
  - Managing a Global Workforce
  - Recruitment and Supervision
  - Life in the Field
  - Implications for International Practice
- **7. Consumption: Rethinking Publics and Practice**
  - The Moment of Consumption
  - Public Relations Practice and Consumption
  - Recasting Research and Issues Management
  - Privileging Ethnographic Methods

- The Role of Relative Power
- The Challenges and Ambiguities of New Technology and Globalization
- The Role of New Technology
- Consuming the Globe
- Globalized Consumption in the Developing World
- Cultural Factors Leading to Preferred or Negotiated Readings
- Cultural Factors Leading to Oppositional Readings
- Implications for International Practice
- **8. Contested Identities, Shifting Publics in a Globalized World**
- Constructing Identities Subjectivity and Individual Identities
- Active Publics, Fluid Identities
- Organizational Identities
- Fractured Identities
- Activist Publics
- Forging New Organizational
- Identities Defining National Identities
- Cultural Identity and Authenticity
- Nation Building and Branding
- National and Cultural Identities in a Hybrid World

## **EVALUATION SYSTEM**

**-Exam: 40%.** There will be a practical exam that will have a value of 40% of the final grade and will make average with the rest of the continuous evaluation from 40 out of 100. A mark lower than 40 points means that the student will have to retake the exam in complimentary period in order to pass the subject, as long as the student has correctly developed the rest of the continuous assessment.

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

**-Activities in Class and participation: 10%.**

Practices to be carried out and delivered **in class** (oral and written). To be able to average with the exam must have done at least 70%.

**-Activities: 10% + 10% (one mandatory and one optional).**

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 1 of the 2 of such external practices. They should also have an **average total minimum of 50 points.**

**FINAL PROJECT: IT IS MANDATORY TO PASS THE SUBJECT: Oral Presentation is 10% and Document Final Project is 20%. Total mark of this work is 30% of the subject.**  
**Minimum grade 50 points.**

**Final work delivery written and oral presentations**

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 OF MAJOR FORCE JUSTIFIED.**

For this work / project of the subject, to be carried out in groups, they must reflect in a practical way the knowledge acquired, and this work will be presented written and must be also presented and defended orally. In order to approve the subject, it is essential to have completed and approved this project.

**Competences, learning outcomes and hours of dedication of students for the evaluation system of the subject:**

<b>ACTIVITY</b>	<b>EVALUATION %</b>	<b>COMP. / LEARNING OUTCOMES</b>	<b>CONDITIONS</b>	<b>DEDICATION</b>
ACTIVITY 1	10%	CE2 CE6 CE7 CB2 CB4 R3,R4,R7	INDIVIDUAL OR PAIRS DEADLINE AND NOT RECOVERED	20 HOURS
ACTIVITY 2	10%	CE2 CE6 CE7 CB2 R3,R4,R7	INDIVIDUAL OR PAIRS DEADLINE AND NOT RECOVERED	20 HOURS
PARTICIPATION AND CLASS ACTIVITIES	10%	CE2 CE6 CE7 R3,R4,R7	Minimum 70% done.	50 HOURS
FINAL PROJECT ORAL PRESENTATION	10%	CE2 CE6 CE7 R3,R4,R7	TOUTORING BY TEACHER	20 HOURS
FINAL PROJECT DOCUMENT	20%	CE2 CE6 CE7 CG1 CB2 CB4 R3,R4, R7	TOUTORING BY TEACHER	30 HOURS

EXAM	40%	CE2 CE7  CB2 CB4 CG1  R3,R4,R7	CE6	LIBERATORY IF   APROVED.  IFSUSPENDEED  GOES TO  COMPLEMENTARY  It is mandatory to obtain 40 out of 100 to be able to average with the rest of the continuous evaluation.  Recoverable in complementary as long as the student meets the requirements and has carried out a correct continuous evaluation.	30 HOURS STUDING
<b>TOTAL</b>	<b>100%</b>				<b>170H</b>

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 Tutor, 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.

### **METHODOLOGY:**

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

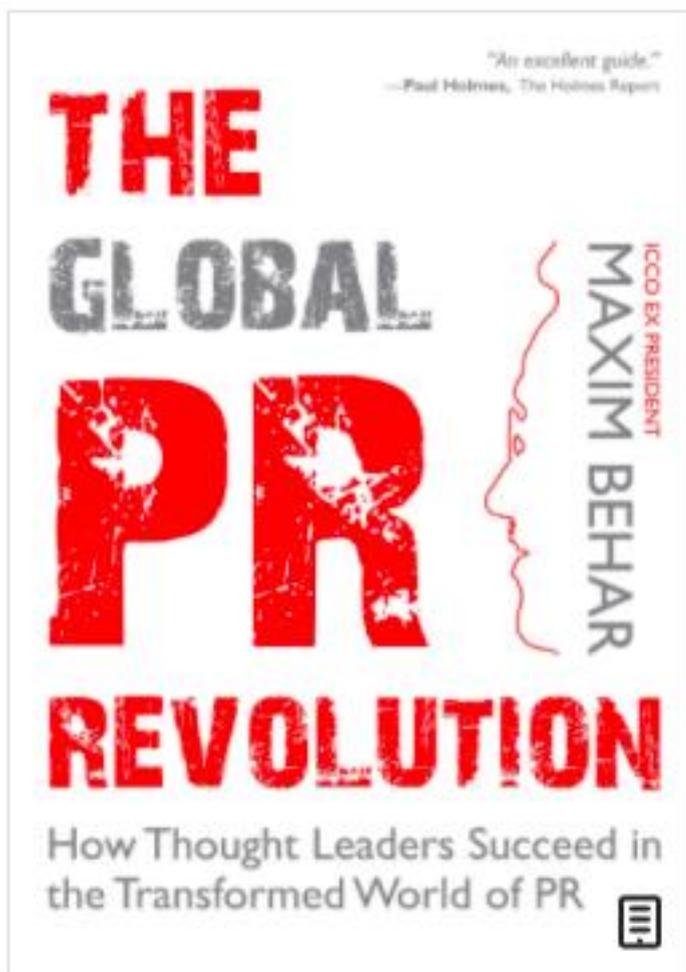
The professor will take into account the development and progression of each student individually.

**Reference Manual / Bibliography**

**The Global PR Revolution How Thought Leaders Succeed  
in the Transformed World of PR**

[Maxim Behar](#)

Alworth 2019



Copias disponibles

Visitas