

PUBLIC RELATIONS POLICIES AND TECHNIQUES

COURSE: FIRST

SEMESTER: SECOND

TYPE OF SUBJECT: MANDATORY

CREDITS: 6 ECTS

LANGUAGE: ENGLISH

PROFESSOR: RAQUEL CRISÓSTOMO, PhD

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. The Public Relations and the international Communication

The Public Relations: Definition

Base and foundations of the communication.

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

The public relations in his origins

Spin doctors and the perversion of the public relations

Study of paradigmatic cases

3. The propaganda

Definition

Use and abuse: studies of case

Study of paradigmatic cases

4. New informative uses in the public relations: the media convergence and why affects us.

The culture of the convergence and the storytelling: pros and cons.

The profits of the storytelling

Branding and storytelling

Possibilities of the transmedia storytelling

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

8. How to persuade

History of ethical persuasion

Main techniques of persuasion

Cases of study

9. New PR trends

Analysis of the main new trends of PR nowadays

EVALUATION SYSTEM:

Grading scale	Percentage weights
Exam	40

Follow-up of the activities	10
Group work	20
Oral presentation of group work	10
Individual activity	10
Class participation	10

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 in class 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/her 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. Any mandatory activity not delivered by the Moodle Platform means that the student won't be able to pass the subject, and neither go to complementary period, which will mean to enroll the subject again for the next year.

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.

EVALUATION SYSTEM:

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 before to end the class at the Moodle platform. 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 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. Presentations will be between 10 and 15 minutes. Any presentation material can be used (powerpoint, prezi, etc.). Creativity in the presentation will be welcomed.

Oral presentations will be on:

- 1RPA: May 19th & 26th
- 1RPB: May 25th & 27th
- 1RPC: May 25th & 27th

2. Final work (group activity, 20%): The students will be required to develop a PR planification applied to an existing 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 product(s)/brand/and business area
- General planification of the PR strategy: designing the actions
- Communication plan
- Risk plan
- Crisis plan
- Conclusions

The dateline will be on May 13th, 11:59pm.

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 (always that the other mandatory activities have been properly delivered). 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.

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.

Continuous evaluation: The professor will consider the progression and continuous evaluation of the student. If the student passes successfully (with all the required mandatory activities completed and delivered by dateline at the Moodle platform) 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. **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.**

Individual activity (10%):

Objective: Design a proposal of mitigation for a real PR fiasco (to be chosen by the student) through the main structural design of a PR campaign (at least the introduction to the Brand/Company/product) and communication plan must be included). Delivery of the individual activity will be on:

- 1RPA: May 17th
- 1RPB: May 20th
- 1RPC: May 20th

There will be a group challenge that will allow the possibility of getting one extra point out of 10 at the final grade. This challenge will summarize some of the skills that the student is supposed to have by then. This challenge will be:

- 1RPA: May 12th
- 1RPB: May 18th
- 1RPC: May 18th

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	40%	CB1, CB2, CB3, CB4 Learning outcomes R8, R10, R12	Mandatory and retake possibility.	30 hours of studying
Class participation	10%	CB1, CB3, CB5, CG1, CE2 Learning outcomes R8,R10, R12	Can't be recovered at the complementary period	5 Hours
Follow-up	10% (5 activities of 2% each one)	CB1, CB3, CB5, CG1, CE2 Learning outcomes	Individual or groupal depending of the activity.	25 h.

		R8,R10, R12		
Final group work	20%	CB3, CB4, CB5, CG1, CG3, CE2 Learning outcomes R4,R5, R10, R12	Mandatory activity. Only will be graded if the material presentation is uploaded in the dateline. This activity can't be recovered.	25 Hours
Oral presentation	10%	CB3, CB4, CB5, CG1, CG3, CE2 Learning outcomes R4,R5, R10, R12	Mandatory activity. Only will be graded if the material presentation is	5h
Individual exercise	10%	CB1, CB3, CB4, CG1 Learning outcomes R5, R12	Mandatory activity. Divided in two parts: the activity (5%) and its oral	10 hours
CLASS HOURS				60
TOTAL HOURS				170