

## **PUBLIC RELATIONS AND COMMUNICATION IN INTERNATIONAL BUSINESS**

**COURSE:** THIRD

**SEMESTER:** SECOND

**SUBJECT:** MANDATORY

**ECTS CREDITS:** 3 ECTS

**LANGUAGE:** ENGLISH

**TEACHER:** [DRA. MARIA DEL PILAR LEAL L.](#)

### **OBJETIVES**

The main aim of this course is to provide the student with a good overview of the various functions of public relations and the process of public relations program development and implementation in global contexts. The aim is that the student understands the most remarkable cultural differences, for the implementation of public relations techniques and communication as primary factors for a future negotiation. At the end of the subject the student will be able to analyze different situations related to PRs and create strategies for action according to the international context.

### **COMPETENCES**

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##### **BASIC**

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

##### **GENERAL**

G3 - Develop the capacity to empathize, adapt, work and lead international and multicultural groups, interdisciplinary, competitive, changing and complex and understand and apply the concept of network.

G5 - To develop a remarkable oral and written communicative capacity in English.

G6 - Search and exploit new information resources and apply quantitative criteria and qualitative aspects in the making of decisions.

## **TRANSVERSAL**

T3 - Interact in global and international contexts to identify needs and new realities that allow transferring knowledge to current or emerging areas of professional development, with adaptability and self-direction in professional and research processes.

T6 - Use different forms of communication, both oral and written or audiovisual, in own language and in foreign languages, with a high degree of correctness in use, form and 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**

R1. Understand and exposed correctly the concept of public relations with the consumer and the importance of marketing strategies and CRM.

R2. Evaluates and correctly applied the strategies and methods of management of the recruitment combination, retention and reactivation of clients in an international context.

R3. Integrates and interrelates the activity of CRM with the rest of the activities of the marketing department.

R4. Collects and interprets data and information on which to base their conclusions, including, if necessary and appropriate, the reflections on issues of social, scientific or ethical in the scope of their field of study.

R6. Assume different responsibilities in the collaborative work and evaluates the results obtained.

## **CONTENTS**

### **1. Setting the basis of the Public Relations and the international-Communication**

- The Public Relations definition: between societal and corporate culture
- Types of Public Relations and distinctions

### **2. Historical bases of the public Relations in a global context**

- The public relations in its origins
- The Grunig's and Hunt's four models
- Study of paradigmatic cases

### **3. Strategic Planning and management for Public Relations & communication**

- Steps of building strategic communication
- Managing corporate identity through corporate communication
- Managing relations with media
- Managing online reputation
- Branding and storytelling

### **4. Stakeholder public relations and communications**

- The roles of public relations practitioners
- Internal communications
- Public sector public relations
- Consumer public relations
- B2B public relations

### **5. Global Public relations & communication in intercultural contexts**

- Theories and methods
- Comparative cultural metrics
- Structural comparisons
- Case studies analysis

### **6. Tools and techniques for writing a public relations & communication plan**

- Timescales
- Task planning techniques
- Critical path analysis
- Resources
- Measuring success

**7.- When the plan doesn't work. The crisis management in PR.**

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

**ASSESSMENT SYSTEM:**

<b>Assessment activities</b>	<b>Weight (%)</b>	<b>Date</b>
Exam units 4-7	40%	26 <sup>th</sup> of May
In-class participation/in-class activities	10%	Throughout the course
Individual case analysis report	20%	21 <sup>st</sup> of April
Teamwork PR project and presentation	30%  (15% project +15% oral presentation in class)	28 <sup>th</sup> April-5 <sup>th</sup> of  May

**Exam:**

There will be one individual exam in this course, the exam has a weight of 40% in the final grade. The exams will cover the themes 4-7 and the material associated to those themes (textbook chapters and supplementary readings), handouts and class discussion. The exam will be a combination of case analysis and analysis questions. It is mandatory to present the exam in order to pass the course or go to reassessment.

The assessment activity that is possible to retake in this course during the retake week is just the exam . However, it is required to obtain a grade of 50 or more in these exams in order to make an average with the rest of evaluation activities.

Retake exams are only available for students who provide documented and acceptable excuses, such as medical emergencies. Failure to provide a documented excuse prior to the exam date will result in a zero grade on the exam.

**Course assignments:**

It is important to read carefully the assignment guidelines and requirements and to seek assistance from the instructor as soon as possible to clear up any doubt or misunderstanding. There are three assignments in this course and all of them will make an average to obtain the final grade of the course which includes also the two exams.

**a) Individual case analysis report:** Each student will submit a 5 pages report based on a literature review of trade and academic publications and find real world examples of best practices in common uses of social media as part of public relations efforts. You should focus on one of the following areas:

- A) Public relations best practices for creating content and gaining followers
- B) Public relations best practices for launching products or ideas
- C) Public relations best practices for starting a social movement (and/or motivating to action)

The report must contain at least the following sections:

- Introduction
- Main Body
- Conclusion

Be logical and consequent

Theoretical grounds should be linked to the case presented and described

This activity is **mandatory** and will make an average with the rest of the assessment activities. This activity represents 20% of the final grade.

The report must be uploaded through the virtual campus prior to the deadline. It will be no accepted activities after the deadline or per email.

**b) Teamwork PR campaign report and presentation:** Students will select their own teams and work together to prepare a brief of PR campaign based on the strategic planning and management lecture materials and debates. Students must assume they are working for a public relations agency charged with creating a public relations campaign, which must include a realistic strategy and communicative goals for a real-life organization's product, service or NGO issue/cause. Each group must build a campaign in accordance with one of the models of public relations. Therefore, to broaden the knowledge of various PR functions, students may choose one of the dimensions of PR activities: corporate PR, branding PR activities, personal PR.

A campaign proposal for the client must include:

- (1) Executive Summary
- (2) Situation Analysis
- (3) Target Audience and key stakeholders
- (4) Goal
- (5) Objectives
- (6) Key Messages
- (7) Strategies
- (8) Tactics
- (9) Risk Analysis
- (10) Budget

(11) Monitoring and evaluating

Any presentation material can be used (powerpoint, prezi, etc.). Creativity in the presentation will be welcomed. Here are some guidelines for the presentations:

- Be careful to use your time wisely. Rehearse the presentation several times to make sure that you have the “right” amount of material to cover (not too much or too little). Leaving ample time for questions is important.
- Establish eye contact with as much of the audience as possible! – Know your material well enough that you can engage your audience and not rely on note cards. The key here is practice!
- This is meant to be a “professional presentation.” Personality and warmth are important characteristics of effective speakers.
- Write what you plan to say in advance and carefully select your words to avoid generalizing, vague references, and offensive or derogating comments.
- Be sure to prepare a handout for your audience.
- You know that appearances matter in professional public relations presentations and in this case, it signals credibility to your audience. Be sure to discuss attire with your teammates to achieve a consistent “look.”
- Don’t try to cover too much material, as a rule of thumb a twenty-minute presentation should have no more than about 15 - 20 slides. You should not be standing up and reading from your slides, rather use them as “talking points” and fill in the content as you go. As a counterpoint to this advice, be sure that your

slides are designed to trigger the major points (take-a-ways) from the talk when reviewing them in retrospect.

The report will not exceed 10 pages and the presentation no longer than 15 minutes + 5 minutes questions. This activity is mandatory and will make average with the rest of the assessment activities. This activity represents 30% of the final grade and is divided in: 15% for the report and 15% for the presentation.

The report and the presentation must be uploaded through the virtual campus prior to the deadline. It will be no accepted activities after the deadline or per email.

**c) In-class participation:** along the course, the professor is going to propose different activities that must be discussed or delivered by the virtual campus or through the software specified by the professor. Therefore, students must participate actively.

This activity represents 10% of the final grade and will make the average with the rest of the assessment activities. Due to the continuous assessment, this activity is mandatory for those that follows continuous assessment.

The professor will consider the progression and continuous assessment of the student. If the student passes successfully the practical part of the continued assessment but he or she has failed the exam, the student will have the opportunity to recover the exam during the retake week.

**Retake:**

Remember, retake are just possible for the final exam. The date for the retake will be:

**Date: 2<sup>nd</sup> of June**

**METHODOLOGY:**

The course 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 online 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 individual work.

Additionally, during the hours of individual 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 individual work to this course every week in order to consolidate the acquired knowledge of each topic. This individual work will consist of making a review of theoretical aspects given in class and complement them with the basic bibliography.

## **Notes**

- The professor will consider the development and progress of each student individually.
- Any student who does not present an exam and he/she does not justify his/her absence based on of force majeure, either to Coordination or Academic Tutoring, will be grade with zero. If the student has provided a certificate of absence due to a case of force majeure, he/she will present the exam on the retake week.
- Any student who does not make an oral presentation and he/she does not justify to the instructor that it has been a case of force majeure, will be grade with zero.
- Likewise, any student who does not deliver an activity on the deadline and he/she does not justify to the instructor that it has been due to force majeure, the assessment activity will be grade with zero.
- The student who, a week before the final exam, does not have 80% attendance (having given the notes from the faculty), will lose the right to be evaluated in the ordinary dates. Therefore, you will have to go directly to the retake (as long as you meet the requirements indicated in the course syllabus).

- Misspellings will subtract 0.1 points. If the student makes more than 20 misspellings, the teacher will stop correcting the activity/exam.

### **Course policies**

- I strive to build and maintain the best possible learning environment for the students in this course. However, this is impossible without your collaboration. Students are expected to behave in a cordial and professional manner in class. Mutual respect is very important to our learning environment. Please be quiet and attentive when the instructor or your fellow classmates are speaking; be respectful to different opinions and experiences; and be open to sharing your own experiences and opinions.
- **Cameras.** In an effort to encourage class participation, cameras should be on if the professor ask you to do so.
- **Phones.** Please turn your mobile phones to silent when you are in class (virtually or feace-to-face).
- **Plagiarism and cheating.** Please take all possible steps to avoid plagiarism and cheating. It will not be tolerated. The use of URKUND software for reviewing activities will be applied.

### **Bibliography**

- Aronson, M. (2007). *The Public Relations Writer's Handbook The Digital Age*. Wiley imprint.
- Farmer, J.R. (2017), [\*Extraordinary PR, Ordinary Budget. A Strategy Guide\*](#), BerrettKoehler Publishers.
- Freitag, A. & Quasenberry, A. (2009). *Global Public Relations: Spanning Borders, Spanning Cultures*. Routledge.

- Gillis, T. (2011). *The IABC Handbook of Organizational Communication A Guide to Internal Communication, Public Relations, Marketing, and Leadership*. United States Jossey-Bass
- Krishnamurthy S. & Veri, D. (2009). *The Global Public Relations Handbook Theory, Research, and Practice*. Routledge.
- Leaf, R. (2012), [Art of Perception. Memoirs of a Life in PR](#), IPG (Independent Publishers Group).
- Theaker, A. (2001). *The Public Relations Handbook, 2nd ed.* Routledge.

**Websites:**

- <https://instituteforpr.org/about/>
- <https://www.ipra.org/>
- <https://eu-pr.excellence-awards.com/>

Assessment activity	Weight	Competences & learning outcomes	Requirement	Dedication
Exam Themes 4-7	40%	G6, T3, E4, E10, E14 Learning outcomes R1, R4 G3, G5, G6, T3, E4, E8, E10, E12 Learning outcomes R2, R4, R3	Mandatory and with Retake possibility if you have delivery the rest of the assessment activities.	20 hours of studying

Individual case analysis report. This activity focuses on an analysis of a real case based on literature review.	30%	CB3, G3, G5, G6, T6, E8, E10, E14 Learning outcomes R3, R4	Mandatory and without retake possibility	15 Hours
Teamwork PR campaign report and presentation. This activity focuses on the design of PR campaign	20% (10% report +10% oral presentation in class)	G3, G5, G6, T3, E4, E8, E14, E12 Learning outcomes R6, R2, R3	Mandatory and without retake possibility. It will make an average with the rest of the activities. If you not present the activity you will be graded with zero.	15 Hours
In-class activities	10%	CB3, G3, G5, T6, E10, E14, E12 Learning outcomes R1, R2, R4	Mandatory	Throughout the course
<b>CLASS HOURS</b>				<b>50</b>
<b>TOTAL HOURS</b>				<b>80</b>