DEGREE IN: **ADVERTISING AND PUBLIC RELATIONS**

1. GENERAL DETAILS OF THE SUBJECT

Name: **PUBLIC RELATIONS PROGRAMMING AND TECHNIQUES**

Level: THIRD Semester: FIRST

Type (Basic/Compulsory/Elective subject): COMPULSORY
Weekly class hours: 4 Credits (ECTS): 6
Year of Study Programme: 2010

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2. DESCRIPTION

The main objective of Public Relations: Programming & Techniques is to provide students with a global vision of communication methods and techniques used in Public Relations, both to analyze the Media and several Communication Departments, as well as the control and effectiveness of communication products.

3. SITUATION

Previous knowledge and skills:

It is necessary to have prior knowledge acquired during the first two years of the Degree in Advertising & Public Relations.

Internet basics and Microsoft Office (or similar).

Medium level: E-mail, web browsers, social networks, etc.

Excellent attention to detail and teamwork.

Recommendations:

For a proper follow-up of the subject and development of different tasks proposed, it might be necessary to use a tablet or laptop.

Following the latest daily news and becoming familiar with the main companies' communication strategies.

Adaptation for students with special needs:

Students with special educational needs: Access will be provided to students with motor disabilities, both spadework and technical equipment. Likewise, the necessary means will be provided to students with audiovisual or auditory disabilities through personal equipment to improve reception, such as microphones for teachers and receivers with headphones for students; individual screens for viewings or monitored by headset.

Students with high intellectual abilities: Due to the aim of achieving greater development in work skills and other complementary professional profiles, individual guided research exercises are proposed, as well as advanced practical activities.

Foreign students: These lectures will be taught in English, so the professor will be able to solve any doubt or question.

4. OBJECTIVES AND COMPETENCIES

Objectives:

General: Access to design, establishment and development of the policies of public relations, as well as the design of strategies and the application of tactics and communication and relationship techniques in public and private organizations.

Specific: Identify the relational processes of organizations, as well as the creating, disseminating and maintaining positive links between them and their audiences. Analysis of both the traditional communication and relationship media as well as the most avant-garde ones used in specific campaigns and specific actions.

Competencies

Specific competencies:
E13. Know the structures of organizations, such as NGOs, political parties, unions, social organizations, etc.
E28. Domain of financial communication management.
E39. Knowledge of conflict management through communication.
E42. Ability to manage the audiences of organizations and their characteristics.
E48. Know how to engage with the media for better performance.
E50. Specialized training of spokespersons and advisers in the political field, as well as in protocol and ceremonial.

General competencies:
G04. Decision-making: ability to make the right choice in situations of uncertainty, assuming responsibilities.
G05. Capacity for the ideation, planning, execution and evaluation of the campaigns of communication.
G06. Order and method: ability to organize and schedule tasks, performing them in an orderly manner, logically adopting the priority decisions in the different processes of a communication campaign.
GO8. Promote the entrepreneurial spirit.
G09. Promote and guarantee respect for Human Rights and the principles of universal accessibility, equality, non-discrimination and democratic values and the culture of peace, which It must be assigned, at least, to the module of practices and final degree work and in any case to subjects that include gender equality and / or human rights content, in the case of that are presented in the CV.

5. COURSE CONTENTS OR THEMATICS SECTIONS

Part I. Programming
Part II. Public relations techniques
Part III. Traditional Public Relations Strategies and Techniques

6. LIST OF TOPICS

Topic 1. Strategic planning of public relations I: Research and programming
Topic 2. Strategic planning of public relations II: Communication and evaluation
Topic 3. Public relations techniques in the strategic process
Topic 4. Communication techniques in public relations
Unit 5. Introduction to media management
Topic 6. Sponsorship, patronage and crowdfunding
Topic 7. Institutional relations and lobby

7. METHODOLOGY AND TEACHING TECHNIQUES

The convergence of training activities and methodology aims to be, as far as possible, an active, participatory and dynamic process. We must not forget that the objects of study that correspond to this subject must be attractive for students, which will help to maintain their attention and develop their work with enthusiasm.

The objective of these sessions consists in the theoretical-practical exposition of basic concepts and ideas for the development of the subject. In general, the following structure, organized in the three phases, succinctly explains the way of working:

Initial: It will tend to check the previous ideas of the students regarding the content of the subject, in order to adapt our lessons to the cognitive level of the students. To succeed, we will proceed to raise a number of issues that allow us a first approximation to the ideas of the students on the subject and offer a first and basic explanation.

Development: Exhaustive exposition of theoretical and practical contents corresponding to the subject. The lectures and ordinary sessions will be complemented by the use of audiovisual media that serves as a reference support for the explanation of the contents.

Final: Presentation of exercises on the subject studied in the corresponding subject, which contemplates a wide range of questions, both theoretical and practical, and which allows us to evaluate the degree of achievement of the objectives and, therefore, the progress of the process of teaching-learning. On the other hand, it encourages reflection and active participation by students, allowing a set of teacher-student interaction.

Individual and group practices: Directed and supervised by the professor. The practical activities are a useful tool for students to understand the contents and develop their knowledge. The fundamental purpose of this type of activity is to favour the acquisition of the skills and abilities, both intellectual and professional, necessary to know the process of research.

8. ASSESSMENT CRITERIA

Assignments (50%): The students must deliver the practices explained in the classroom and published on the platform, at the time and date set by the professor for them. It will provide information to us in a continuous and timely manner, through the development of practical work and investigations. We will check the student's level of comprehension, level of written expression, if they have understood the essential content and related ideas, if they make outlines and summaries, as well as the order, care and dedication in carrying their practical work up to date.

Exams (50%): The students will have the possibility of carrying out a test every two or three units. Among the wide range of testing possibilities that exist, we will use the writing test and practical development. There will be questions (between four and six) related to the theoretical content and the application and analysis of a practical assumption.

In case of failing any part, there will be a final exam as an option to success.

Final grades: 50% theory and 50% practice. If any student does not succeed, there will be a final exam to achieve the goal.

Attendance: above 80%.

Second and third call will consist of an exam (all units included) and every assignment done during the course (related to the subject).

9. REFERENCES

“The New Rules of Marketing & PR”, David Meerman Scott.
“The Business of Persuasion”, Harold Burson.
“The Public Relations Handbook”, Alison Theaker.
“The Ultimate Marketing & PR Book”, Eric Davies.