

1. BASIC DETAILS

Course	Public and Institutional Relations
Degree	Bachelor's Degree in Advertising
School/Faculty	School of Social Sciences and Communication
Year	YEAR 4
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	S7

2. INTRODUCTION

Public and Institutional Relations is an optional subject in the Bachelor's Degree in Advertising, which is part of the module or specialisation in Strategy. This course is studied in fourth year and is taught in the first semester of the 2022-2023 year.

Given the variety of audiences with which companies are related in the new model, public relations prove to be even more relevant in the communication strategy of brands and organisations. The outlook of digitalisation and the consolidation of new channels used to communicate heightens pressure on this area, as it is a key tool in the actions intended to establish relationships with stakeholders and to be used for fluent and effective communication.

3. SKILLS AND LEARNING OUTCOMES

Once the subject has been successfully completed, students must have acquired the following key, transversal and specific skills from the course. In turn, once finished, the student is expected to have learned and made in progress in some specific learning outcomes.

Key skills (CB, by their acronym in Spanish):

- CB2. Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.
- CB3. Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4. Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CB5. Students have developed the learning skills necessary to undertake further study in a much more independent manner.

Transversal skills (CT, by their acronym in Spanish):

- CT1. Ethical values: Ability to think and act in line with universal principles based on the value of a person, contributing to their development and involving commitment to certain social values.
- CT2. Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt.
- CT3. Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.
- CT4. Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements.
- CT6. Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations.
- CT9. Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community.

Specific skills (CE, by their acronym in Spanish):

- CE04. Ability to develop effective communications and activities for corporate and institutional audiences, combining consumer knowledge and large-scale analysis to make it possible to build and maintain the strong reputation and value of institutions, companies and bodies.
- CE05. Ability to use necessary planning tools to foresee the challenges of organisations, companies and institutions around the world, responding to unexpected crises, integration processes and business decisions required to adapt to changes in global markets.
- CE11. Ability to develop the communication skills needed to present advertising campaigns.
- CE15. Ability to produce creative solutions to new consumer needs.

Learning outcomes (RA, by their acronym in Spanish):

- Know and manage tools typical of public and institutional relations.
- Control communication management work together with the company management, defend and argue decision-making.
- Prepare responsibility support documents for communication management.
- Prepare and develop corporate social responsibility plans.
- Assess and define business and institutional reputation reconstruction plans.
- Identify crisis situations, assess their importance and develop suitable response plans.

4. CONTENTS

The themes and topics taught and worked on in class and during the course will be developed based on the following content:

- Use and management of public relations tools.
- Advice given to the company management and assessment of effects on institutional reputation.
- Management of Corporate Social Responsibility.
- Crisis management. Spokesperson position.

5. TEACHING/LEARNING METHODS

The following teaching/learning methods will be used in class to achieve the learning outcomes and acquire the expected skills:

- Lecture/online conference.
- Case studies.
- Collaborative learning.
- Problem-based learning.

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	24 h.
Asynchronous lectures	6 h.
Debates and discussions	15 h.
Case study analysis	15 h.
Problem-solving	15 h.
Oral presentations	15 h.
Drawing up reports and written work	10 h.
Group tutorials	10 h.
Independent working	25 h.
Total	150 h.

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
On-campus knowledge tests	40%
Oral presentations	10%
Reports and written work	20%
Case study/problem scenario	20%
Performance observation	10%
Total	100%

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

The work of reference for follow-up of the course is:

- Orduña, R. (2022). *Relaciones públicas. La eficacia de la influencia*. Editorial ESIC.
- Palencia-Lefler, M. (2008). *90 técnicas de comunicación y relaciones públicas*. Editorial PROFIT.

The recommended bibliography is indicated below:

- Pradana, F. J. (2023). *Comunicación institucional de la diplomacia pública: los gabinetes de comunicación de las embajadas de España en el exterior*. Aula Magna McGraw-Hill.
- Sena, R. P. and Cabrero, M. B. (2010). *Dirección estratégica de relaciones públicas: cómo utilizar la información en la empresa (1st ed.)*. Alianza Editorial.
- VVAA. (2014). *Cambio social y Relaciones Públicas (DirCom)*. Editorial UOC.
- Wilcox, D. L., Cameron, G. T. and Xifra, J. (2011). *Relaciones públicas*. Prentice Hall.
- Xifra, J. (2022). *Handbook of Public and Institutional Relations*. Tecnos.