



1.1. TOPIC (ÅREA OF KNOWLEDGE)       Business Communication         1.2. NAME       Public Relations         2. LECTURER       Xabier De la Torre Larrabide         3. GENERAL DETAILS       0ptional         3.2. FCTS CREDITS       4,5         3.3. YEAR       Third         3.4. SEMESTER       Second         3.5. LANGUAGE       English         4. GENERAL COMPETENCIES       GC2         6. GENERAL COMPETENCIES       GC2         6. GENERAL COMPETENCIES       GC2         6. CONTENTS       CE16         7. SPECIFIC COMPETENCIES       CE16         6. CONTENTS       Take decisions marketing-mix management         6. CONTENTS       TOPK 1. EXTERNAL ANALYSIS         1.1. The difference between looking and watching: we miss the majority 1.2 The importance of long term and global vision in business 1.3 Global megatrends and people needs 1.5 Analyzing our 2030 client + consumer trends 2022 1.6 Purpose driven - companies: social impact         7 OPIC 2. PR CONCEPT AND EVOLUTION 2.1 The PR concept 2.2 PR history and evolution 2.3 The elevator pitch - companies: social impact         7 OPIC 3. PR STEPS AND METHODOLOGY TO DESIGN A PLAN 3.3 STEP 1: Research → Who is my client, which is the challenge, which is the target (quantitative and quolitative research) 2.3 STEP 2: Coal settings         3.3 STEP 1: REST AND METHODOLOGY TO DESIGN A PLAN 3.3 STEP 1: Metrics and coutrol         3.	1 SUBJECT					
2. LECTURER       Xabier De la Torre Larrabide         3. GENERAL DETAILS       Optional         3.2. FERTS CREDITS       4,5         3.3. YEAR       Third         3.4. SEMESTER       Second         3.5. LANGUAGE       English         4 GENERAL COMPETENCIES       G2         6.2       Cale state and organise projects, setting objectives and priorities, establishing activities, schedules and resources and supervising the implementation         G3       Optional       G2         6.3       G2       Plan and organise projects, setting objectives and priorities, establishing activities, schedules and resources and supervising the implementation         G3       Inderstand and communicate, ideas and concepts, orally and in writing in English         G3       Develop interpersonal skills to allow social interaction which respects diversity and multiculturalism         G41       Develop interpersonal skills to allow social interaction, especially advertising and public relations, and set up or contract a communications campaign         6 CONTENTS       CE16       Take decisions on marketing-mix management         CE19       Understand the different forms of business communication, especially advertising and public relations, and set up or contract a communications campaign         6 CONTENTS       1.0 The difference obvence looking and watching: we miss the majority 1.1 The difference betweno looking and watching: we miss the major		Business Communication				
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31. TYPE       Optional         32. ECTS CREDITS       4,5         33. YEAR       Third         34. SEMESTER       Second         35. LANGUAGE       English         4. GENERAL COMPETENCIES       GC2         G1       Plan and organise projects, setting objectives and priorities, establishing activities, schedules and resources and supervising the implementation         G3       Understand and communicate, ideas and concepts, orally and in writing in English         G61       Innovate and apply lateral thinking in problem solving and decision making.         G10       Develop interpersonal skills to allow social interaction which respects diversity and multiculturalism         G12       Develop interpersonal skills to allow social interaction, especially advertising and public relations, and set up or contract a communications campaign         6 CONTENTS       TOPIC 1. EXTERNAL ANALYSIS         1.1 The difference between looking and watching: we miss the majority 1.2 The importance of long term and global vision in business 1.3 Global megatrends and people needs 1.4 Information sources to follow megatrends and people needs 1.5 Analyzing our 2030 client + consumer trends 2022 1.6 Purpose driven - companies: social impact         TOPIC 2. PR CONCEPT AND EVOLUTION 2.1 The PR concept       2.2 PR history and evolution 2.3 Different types of corporative communication 2.4 Different types of corporative communication 2.4 Different types of corporative communication 2.5 The elevator pitch - concept, process, and tips	2 LECTURER	Xabier De la Torre Larrabide				
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4.1 WRITING SKILLS	6 CONTENTS	<ul> <li>1.1 The difference between looking and watching: we miss the majority</li> <li>1.2 The importance of long term and global vision in business</li> <li>1.3 Global megatrends and people needs</li> <li>1.4 Information sources to follow megatrends and people needs</li> <li>1.5 Analyzing our 2030 client + consumer trends 2022</li> <li>1.6 Purpose driven - companies: social impact</li> <li>TOPIC 2. PR CONCEPT AND EVOLUTION</li> <li>2.1 The PR concept</li> <li>2.2 PR history and evolution</li> <li>2.3 PR and corporative communication</li> <li>2.4 Different types of corporative communication</li> <li>2.5 The elevator pitch - concept, process, and tips</li> <li>TOPIC 3. PR STEPS AND METHODOLOGY TO DESIGN A PLAN</li> <li>3.1 STEP 1: Research → Who is my client, which is the challenge, which is the target (quantitative and qualitative research)</li> <li>3.2 STEP 2: Goal settings</li> <li>3.3 STEP 3: Strategy → WHY, HOW and WHAT</li> <li>3.4 STEP 4: Metrics and control</li> <li>TOPIC 4. EFFICIENT COMMUNICATION</li> </ul>				

	4.2.2 How to choose the best words for an impacting headline							
	4.2 ORAL COMMUNICATION							
	4.3 INTERNAL COMMUNICATION							
	4.3.1 Concept and importance							
	4.3.2 Different ways of internal communication							
	4.3.3 Technology to make internal communication easier							
	TOPIC 5. PROTOCOL AND EVENT MANAGEMENT							
	5.1 Protocol: Rules 5.2 New protocol trends in a global and digital era							
	5.3 MEDIA management							
	5.3.1 Media understanding							
	5.3.2 Tips to deal with media							
7. METHODOLOGY	- Theoretical and practical exposition of	each of the topics: the main objectiv	ve is to					
	- Theoretical and practical exposition of each of the topics; the main objective is to challenge the students to face different real situation and solve them using the							
	theory studied before							
	- Individual work for 2 different case stud	lies						
	- Team work; the best teamwork will have	ve their idea applied in a real projec	t (BBK					
	Trends Forum)							
	- Different practical activities during the lesson							
	- Visit real projects outdoors to better understand the lesson contents							
	- listen to the real experiences of people invited to the classroom							
	- Recommendation of Resources (Books, digital material, web addresses, ETC).							
8 LEARNING	- Be familiar with and know when to use	the different public relations vehicl	les.					
OUTCOMES								
OUTCOMES	- Be familiar with and know how to use n							
	communications: intranets for internal c		a					
	strategy for building relationships with e	external audiences.						
	Criteria Competencies Value							
9 EVALUATION	Criteria	Competencies	Value					
9 EVALUATION CRITERIA	Criteria	Competencies	Value (%)					
9 EVALUATION CRITERIA	Criteria Final exam	Competencies CG2, CG3, CG7, CE16, CE19						
			(%)					
	Final exam	CG2, CG3, CG7, CE16, CE19	<b>(%)</b> 25%					
	Final exam Case Studies (individual work)	CG2, CG3, CG7, CE16, CE19 CG2, CG3, CG7, CE16, CE19	(%) 25% 15%					
	Final exam Case Studies (individual work) Team Work + Final Proyect	CG2, CG3, CG7, CE16, CE19 CG2, CG3, CG7, CE16, CE19 CG7; CG10; CG12; CE 16; CE19	(%) 25% 15% 50%					
	Final examCase Studies (individual work)Team Work + Final ProyectActitude + Participation + Assistance	CG2, CG3, CG7, CE16, CE19 CG2, CG3, CG7, CE16, CE19 CG7; CG10; CG12; CE 16; CE19 CG7; CG10; CG12; CE16; CE19	(%) 25% 15% 50% 10%					
	Final examCase Studies (individual work)Team Work + Final ProyectActitude + Participation + AssistanceGeneral comments	CG2, CG3, CG7, CE16, CE19 CG2, CG3, CG7, CE16, CE19 CG7; CG10; CG12; CE 16; CE19 CG7; CG10; CG12; CE16; CE19	(%) 25% 15% 50% 10%					
	Final exam         Case Studies (individual work)         Team Work + Final Proyect         Actitude + Participation + Assistance         General comments         - You must participate in at least the 85% to be evaluable in the first call exam         - Each of the evaluation pieces (final exam	CG2, CG3, CG7, CE16, CE19 CG2, CG3, CG7, CE16, CE19 CG7; CG10; CG12; CE 16; CE19 CG7; CG10; CG12; CE16; CE19 CG7; CG10; CG12; CE16; CE19	(%) 25% 15% 50% 10% sions,					
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	Final exam         Case Studies (individual work)         Team Work + Final Proyect         Actitude + Participation + Assistance         General comments         - You must participate in at least the 85%         to be evaluable in the first call exam         - Each of the evaluation pieces (final exam         should have at least a 5 evaluation to b         - You can take and pass the exam, but you	CG2, CG3, CG7, CE16, CE19 CG2, CG3, CG7, CE16, CE19 CG7; CG10; CG12; CE 16; CE19 CG7; CG10; CG12; CE16; CE19 CG7; CG10; CG12; CE16; CE19 6 of the face-to-face and virtual sest m, individual works and teamwork) uild the final mark	(%) 25% 15% 50% 10% sions,					
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	Final exam         Case Studies (individual work)         Team Work + Final Proyect         Actitude + Participation + Assistance         General comments         - You must participate in at least the 85% to be evaluable in the first call exam         - Each of the evaluation pieces (final exam should have at least a 5 evaluation to b         - You can take and pass the exam, but you of the evaluation pieces are below 5.         Comments on resits	CG2, CG3, CG7, CE16, CE19 CG2, CG3, CG7, CE16, CE19 CG7; CG10; CG12; CE 16; CE19 CG7; CG10; CG12; CE16; CE19 CG7; CG10; CG12; CE16; CE19 6 of the face-to-face and virtual sess m, individual works and teamwork) uild the final mark u will not have your final result if th	(%) 25% 15% 50% 10% sions,					
	Final exam         Case Studies (individual work)         Team Work + Final Proyect         Actitude + Participation + Assistance         General comments         - You must participate in at least the 85% to be evaluable in the first call exam         - Each of the evaluation pieces (final exam should have at least a 5 evaluation to b         - You can take and pass the exam, but you of the evaluation pieces are below 5.         Comments on resits         - All the grades of each evaluation	CG2, CG3, CG7, CE16, CE19 CG2, CG3, CG7, CE16, CE19 CG7; CG10; CG12; CE 16; CE19 CG7; CG10; CG12; CE16; CE19 CG7; CG10; CG12; CE16; CE19 6 of the face-to-face and virtual sest m, individual works and teamwork) uild the final mark u will not have your final result if the piece that are above 5 will be main	(%) 25% 15% 50% 10% sions, he rest					
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	Final exam         Case Studies (individual work)         Team Work + Final Proyect         Actitude + Participation + Assistance         General comments         - You must participate in at least the 85% to be evaluable in the first call exam         - Each of the evaluation pieces (final exam should have at least a 5 evaluation to b         - You can take and pass the exam, but you of the evaluation pieces are below 5.         Comments on resits         - All the grades of each evaluation         - Those students who have only fathem. The final result in this case studies, 40% Teamwork         - Those students who have failed must repeat the case studies and 40% final exam, 20% case studies	CG2, CG3, CG7, CE16, CE19 CG2, CG3, CG7, CE16, CE19 CG7; CG10; CG12; CE 16; CE19 CG7; CG10; CG12; CE16; CE19 CG7; CG10; CG12; CE16; CE19 6 of the face-to-face and virtual sest m, individual works and teamwork) uild the final mark u will not have your final result if the piece that are above 5 will be main ailed the cases studies, they must re e will be: 35% final exam, 25% case the cases studies and the final exam the final test. The final result will les, 40% teamwork	(%) 25% 15% 50% 10% sions, he rest ntained epeat h, they be:					
	Final exam         Case Studies (individual work)         Team Work + Final Proyect         Actitude + Participation + Assistance         General comments         - You must participate in at least the 85% to be evaluable in the first call exam         - Each of the evaluation pieces (final exam should have at least a 5 evaluation to b         - You can take and pass the exam, but you of the evaluation pieces are below 5.         Comments on resits         - All the grades of each evaluation         - Those students who have only fathem. The final result in this case studies, 40% Teamwork         - Those students who have failed must repeat the case studies and 40% final exam, 20% case studies         - Those students who have only students who have	CG2, CG3, CG7, CE16, CE19 CG2, CG3, CG7, CE16, CE19 CG7; CG10; CG12; CE 16; CE19 CG7; CG10; CG12; CE16; CE19 CG7; CG10; CG12; CE16; CE19 6 of the face-to-face and virtual sest m, individual works and teamwork) uild the final mark u will not have your final result if the piece that are above 5 will be main ailed the cases studies, they must re e will be: 35% final exam, 25% case the cases studies and the final exam the final test. The final result will be s, 40% teamwork uspended the final exam, the must r	(%) 25% 15% 50% 10% sions, he rest ntained epeat epeat					
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	Final exam         Case Studies (individual work)         Team Work + Final Proyect         Actitude + Participation + Assistance         General comments         - You must participate in at least the 85% to be evaluable in the first call exam         - Each of the evaluation pieces (final exar should have at least a 5 evaluation to b         - You can take and pass the exam, but you of the evaluation pieces are below 5.         Comments on resits         - All the grades of each evaluation         - Those students who have only fathem. The final result in this case studies, 40% Teamwork         - Those students who have failed must repeat the case studies and 40% final exam, 20% case studies         - Those students who have only stithe test. The final result will be: team works         - Those groups who have failed the	CG2, CG3, CG7, CE16, CE19 CG2, CG3, CG7, CE16, CE19 CG7; CG10; CG12; CE 16; CE19 CG7; CG10; CG12; CE16; CE19 CG7; CG10; CG12; CE16; CE19 6 of the face-to-face and virtual sest m, individual works and teamwork) uild the final mark u will not have your final result if the piece that are above 5 will be main ailed the cases studies, they must re e will be: 35% final exam, 25% case the cases studies and the final exam the final test. The final result will be s, 40% teamwork uspended the final exam, the must re 45% final exam + 15% case studies the teamwork, they will have to repeate	(%) 25% 15% 50% 10% sions, he rest tained epeat , they be: repeat + 40% at it					
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11 EVALUATION	Criteria	Jan.	Feb.	Mar.	Apr.	May	Total			
CRITERIA SCHEDULE	Final Exam					25%	25%			
	Case Studies (individual work)		5%	10%			15%			
	Team Work + Final Proyect		5%	10%	15%	20%	50%			
	Actitude+Participation+Assistance 10%						10%			
	Total						100%			