

1.- SUBJECT		
1.1.- TOPIC (ÁREA OF KNOWLEDGE)	Business Communication	
1.2.- NAME	Public Relations	
2.- LECTURER	Xabier De la Torre Larrabide	
3.- GENERAL DETAILS		
3.1.- TYPE	Optional	
3.2.- ECTS CREDITS	4,5	
3.3.- YEAR	Third	
3.4.- SEMESTER	Second	
3.5.- LANGUAGE	English	
4.- GENERAL COMPETENCIES	CG2	Plan and organise projects, setting objectives and priorities, establishing activities, schedules and resources and supervising the implementation
	CG3	Understand and communicate, ideas and concepts, orally and in writing in English
	CG7	Innovate and apply lateral thinking in problem solving and decision making.
	CG10	Develop interpersonal skills to allow social interaction which respects diversity and multiculturalism
	CG12	Develop autonomy in learning and tasks and responsibility to collective commitments.
5.- SPECIFIC COMPETENCIES	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	<p>TOPIC 1. EXTERNAL ANALYSIS</p> <p>1.1 The difference between looking and watching: we miss the majority</p> <p>1.2 The importance of long term and global vision in business</p> <p>1.3 Global megatrends and people needs</p> <p>1.4 Information sources to follow megatrends and people needs</p> <p>1.5 Analyzing our 2030 client + consumer trends 2022</p> <p>1.6 Purpose driven – companies: social impact</p> <p>TOPIC 2. PR CONCEPT AND EVOLUTION</p> <p>2.1 The PR concept</p> <p>2.2 PR history and evolution</p> <p>2.3 PR and corporative communication</p> <p>2.4 Different types of corporative communication</p> <p>2.5 The elevator pitch – concept, process, and tips</p> <p>TOPIC 3. PR STEPS AND METHODOLOGY TO DESIGN A PLAN</p> <p>3.1 STEP 1: Research → Who is my client, which is the challenge, which is the target (quantitative and qualitative research)</p> <p>3.2 STEP 2: Goal settings</p> <p>3.3 STEP 3: Strategy → WHY, HOW and WHAT</p> <p>3.4 STEP 4: Metrics and control</p> <p>TOPIC 4. EFFICIENT COMMUNICATION</p> <p>4.1 WRITING SKILLS</p> <p>4.1.1 Tips and tools for an efficient and creative communication</p>	

	<p>4.2.2 How to choose the best words for an impacting headline</p> <p>4.2 ORAL COMMUNICATION</p> <p>4.3 INTERNAL COMMUNICATION</p> <p>4.3.1 Concept and importance</p> <p>4.3.2 Different ways of internal communication</p> <p>4.3.3 Technology to make internal communication easier</p> <p>TOPIC 5. PROTOCOL AND EVENT MANAGEMENT</p> <p>5.1 Protocol: Rules</p> <p>5.2 New protocol trends in a global and digital era</p> <p>5.3 MEDIA management</p> <p>5.3.1 Media understanding</p> <p>5.3.2 Tips to deal with media</p>		
7. METHODOLOGY	<ul style="list-style-type: none"> - 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 studies - Team work; the best teamwork will have their idea applied in a real project (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 OUTCOMES	<ul style="list-style-type: none"> - Be familiar with and know when to use the different public relations vehicles. - Be familiar with and know how to use new technology applied to business communications: intranets for internal communication and the Internet as a strategy for building relationships with external audiences. 		
9.- EVALUATION CRITERIA	Criteria	Competencies	Value (%)
	Final exam	CG2, CG3, CG7, CE16, CE19	25%
	Case Studies (individual work)	CG2, CG3, CG7, CE16, CE19	15%
	Team Work + Final Project	CG7; CG10; CG12; CE 16; CE19	50%
	Actitude + Participation + Assistance	CG7; CG10; CG12; CE16; CE19	10%
	General comments		
	<ul style="list-style-type: none"> - You must participate in at least the 85% of the face-to-face and virtual sessions, to be evaluable in the first call exam - Each of the evaluation pieces (final exam, individual works and teamwork) should have at least a 5 evaluation to build the final mark - You can take and pass the exam, but you will not have your final result if the rest of the evaluation pieces are below 5. 		
	Comments on resits		
	<ul style="list-style-type: none"> - All the grades of each evaluation piece that are above 5 will be maintained - Those students who have only failed the cases studies, they must repeat them. The final result in this case will be: 35% final exam, 25% case studies, 40% Teamwork - Those students who have failed the cases studies and the final exam, they must repeat the case studies and the final test. The final result will be: 40% final exam, 20% case studies, 40% teamwork - Those students who have only suspended the final exam, the must repeat the test. The final result will be: 45% final exam + 15% case studies + 40% team works - Those groups who have failed the teamwork, they will have to repeat it again, but, in this case, with an individual work related to that teamwork. The final mark will be: 40% final exam, 20% case studies, 40% teamwork individual work 		
	Comments on students from previous years		
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10.- BIBLIOGRAPHY	<ul style="list-style-type: none"> - Kotler, P., & Armstrong, G. (2012). Marketing, México: Pearson. - Castro, Benito. "El auge de la comunicación corporativa" (2007) - Xifra, J. & Lalueza, Ferran. "Casos de relaciones públicas y comunicación corporativa", Pearson Educación (2009). - Capriotti Peri, Paul. "Branding corporativo Fundamentos para la gestión estratégica de la Identidad Corporativa". Colección de Libros de la Empresa (2009) - Xifra, J. (2020). Comunicación corporativa, relaciones públicas y gestión del riesgo reputacional en tiempos del Covid-19. El profesional de la información (EPI), 29(2) - Bhargava, Rohit. NON OBVIOUS 20xx (referencia obligada para un analista de tendencias; re-editado cada año) - Dragt, Else. How to Research Trends (2017) - Trend-Driven Innovation - El manual de aplicación de tendencias de TrendWatching (2015) 						
11.- EVALUATION CRITERIA SCHEDULE	Criteria	Jan.	Feb.	Mar.	Apr.	May	Total
	Final Exam					25%	25%
	Case Studies (individual work)		5%	10%			15%
	Team Work + Final Project		5%	10%	15%	20%	50%
	Actitude+Participation+Assistance	10%					10%
	Total						100%