

# **SYLLABUS**

**YEAR 2023/2024**

<b>1.- SUBJECT</b>		
1.1.- TOPIC (ÁREA OF KNOWLEDGE)	<b>Business Communication</b>	
1.2.- NAME	<b>Public Relations</b>	
<b>2.- LECTURER</b>		
<b>3.- GENERAL DETAILS</b>		
3.1.- TYPE	Optional	
3.2.- ECTS CREDITS	4,5	
3.3.- YEAR	Third	
3.4.- SEMESTER	Second	
3.5.- LANGUAGE	English	
<b>4.- GENERAL COMPETENCIES</b>	<b>CG2</b>	Plan and organise projects, setting objectives and priorities, establishing activities, schedules and resources and supervising the implementation
	<b>CG3</b>	Understand and communicate, ideas and concepts, orally and in writing in English
	<b>CG7</b>	Innovate and apply lateral thinking in problem solving and decision making.
	<b>CG10</b>	Develop interpersonal skills to allow social interaction which respects diversity and multiculturalism
	<b>CG12</b>	Develop autonomy in learning and tasks and responsibility to collective commitments.
<b>5.- SPECIFIC COMPETENCIES</b>	<b>CE16</b>	Take decisions on marketing-mix management
	<b>CE19</b>	Understand the different forms of business communication, especially advertising and public relations, and set up or contract a communications campaign
<b>6.- CONTENTS</b>	<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 2023</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 NON 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  4.1.1 Tips and tools for an efficient and creative communication  4.2.2 How to choose the best words for an impacting headline</p> <p>4.2 ORAL COMMUNICATION</p> <p>4.3 CREATIVITY and NEW COMMUNICATION PROPOSALS</p> <p>4.4 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</p> <p>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</p>																	
<b>7. METHODOLOGY</b>	<ul style="list-style-type: none"> <li>- 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</li> <li>- Individual work for 2 different case studies</li> <li>- Team work; the best teamwork will have their idea applied in a real project (BBK Trends Forum)</li> <li>- Different practical activities during the lesson</li> <li>- Visit real projects outdoors to better understand the lesson contents</li> <li>- listen to the real experiences of people invited to the classroom</li> <li>- Recommendation of Resources (Books, digital material, web addresses, ETC).</li> </ul>																	
<b>8.- LEARNING OUTCOMES</b>	<ul style="list-style-type: none"> <li>- Be familiar with and know when to use the different public relations vehicles.</li> <li>- 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.</li> </ul>																	
<b>9.- EVALUATION CRITERIA</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%; text-align: center;">Criteria</th> <th style="width: 15%; text-align: center;">Skills</th> <th style="width: 15%; text-align: center;">Value (%)</th> </tr> </thead> <tbody> <tr> <td>Final exam</td> <td>CG2, CG3, CG7, CE16, CE19</td> <td style="text-align: center;">25%</td> </tr> <tr> <td>Case Studies (individual work)</td> <td>CG2, CG3, CG7, CE16, CE19</td> <td style="text-align: center;">15%</td> </tr> <tr> <td>Team Work + Final Proyect</td> <td>CG7; CG10; CG12; CE 16; CE19</td> <td style="text-align: center;">50%</td> </tr> <tr> <td>Actitude + Participation + Assistance</td> <td>CG7; CG10; CG12; CE16; CE19</td> <td style="text-align: center;">10%</td> </tr> </tbody> </table> <p><b>General comments</b></p> <ul style="list-style-type: none"> <li>- You must participate in at least the 85% of the face-to-face and virtual sessions, to be evaluable in the first call exam</li> <li>- Each of the evaluation pieces (final exam, individual works and teamwork) should have at least a 5 evaluation to build the final mark</li> <li>- 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.</li> </ul> <p><b>Comments on resits</b></p> <ul style="list-style-type: none"> <li>- All the grades of each evaluation piece that are above 5 will be maintained</li> <li>- 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</li> <li>- 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</li> </ul>			Criteria	Skills	Value (%)	Final exam	CG2, CG3, CG7, CE16, CE19	25%	Case Studies (individual work)	CG2, CG3, CG7, CE16, CE19	15%	Team Work + Final Proyect	CG7; CG10; CG12; CE 16; CE19	50%	Actitude + Participation + Assistance	CG7; CG10; CG12; CE16; CE19	10%
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	<b>Comments on students from previous years</b>																																										
<b>10.- BIBLIOGRAPHY</b>	<ul style="list-style-type: none"> <li>- Kotler, P., &amp; Armstrong, G. (2012). Marketing, México: Pearson.</li> <li>- Castro, Benito. "El auge de la comunicación corporativa" (2007)</li> <li>- Xifra, J. &amp; Lalueza, Ferran. "Casos de relaciones públicas y comunicación corporativa", Pearson Educación (2009).</li> <li>- Capriotti Peri, Paul. "Branding corporativo Fundamentos para la gestión estratégica de la Identidad Corporativa". Colección de Libros de la Empresa (2009)</li> <li>- 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)</li> <li>- Bhargava, Rohit. NON OBVIOUS 20xx (referencia obligada para un analista de tendencias; re-editado cada año)</li> <li>- Dragt, Else. How to Research Trends (2017)</li> <li>- Trend-Driven Innovation - El manual de aplicación de tendencias de TrendWatching (2015)</li> </ul>																																										
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