



## IDENTIFYING DATA

### Public relations techniques

Subject	Public relations techniques			
Code	P04G190V01604			
Study programme	Grado en Publicidad y Relaciones Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	2nd
Teaching language	Galician			
Department				
Coordinator	Puentes Rivera, Iván			
Lecturers	Bastón Carballo, María Susana Puentes Rivera, Iván			
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General description	Public relations is at the service of a wide variety of institutions in society. To achieve their goals, these organizations must develop effective relationships with very different publics or audiences. This subject intends that the students have competence in the elaboration of the techniques that allow to manage in the best possible way the image of that entity with its publics, both external and internal. In addition, they will pay special attention to the use of the possibilities offered by the Internet, social networks and new online media.			

## Training and Learning Results

Code	
C12	Analytical-synthetic dexterity: ability and skill to establish the strategy, planification and own processes of the advertising communication and of the public relations.
C14	Directive and collaborative dexterities: ability and skill to take on responsibility of the area of communication of an organization, facing the strategic management of their intangibles, the corporate social responsibility and the relations with different publics.
C15	Ability to the economic and budgetary management within the scope of the advertising activity and of the public relations.
D1	Interpretative competences of the communication: ability to recognize ethical implications in professional decisions.
D3	Collaborative competences: ability of adaptation to the objectives and organizational values and of teamwork.
D4	Managerial competences: ability to administer the time, with skill to the organization of tasks.

## Expected results from this subject

Expected results from this subject	Training and Learning Results	
Identify, describe and analyze the public relations techniques, tools and instruments applicable in different organizations.	C12	C14
Apply and develop techniques that contribute to improving the corporate image and reputation of an organization.	C14	
Apply different relationship techniques with the different audiences of the organization, both internal and external.	C14	
Design and develop techniques that contribute to meeting the objectives of the organization's communication plan.	C14	
Develop economic and budget management in its field of activity, especially with regard to protocol issues and event management.	C15	
Interpret and analyze the technological and communicative environment, in order to develop new instruments and useful tools in the performance of public relations.		D1
Demonstrate capacity for analysis, synthesis and critical judgment.	C12	
Act freely and responsibly, assuming ethical references.		D1
Demonstrate the ability to work in a team through oral and written communication.	C14	D3

**Contents**

## Topic

Unit 1: Event organization techniques	1.1 Strategic plan 1.2. Congress and seminars 1.3. Fairs 1.4. Trends
Unit 2: Media relations techniques	2.1. News release 2.2. Press dossier 2.3. Press conference 2.4. Travel and meetings with the press 2.5. virtual press room 2.6. Face-to-face meetings 2.7. Others
Unit 3: Public Relations Techniques in the network and digital environments	3.1. website 3.2. Email 3.3. Social networks 3.4. Corporate video 3.5. Others
Unit 4: Internal Public Relations Techniques	4.1. Written, oral and audiovisual techniques 4.2. Welcome manual 4.3. website 4.4. Email / newsletter 4.5. internal survey 4.6. internal newsletter 4.7. Bulletin board 4.8. Suggestions mailbox 4.9. Organization of meetings and other events
Unit 5: Specialized Public Relations Techniques	5.1. CSR 5.2. lobbying 5.3. Think Thanks

**Planning**

	Class hours	Hours outside the classroom	Total hours
Lecturing	23	46	69
Mentored work	7	14	21
Case studies	6	12	18
Seminars	5	10	15
Debate	4	8	12
Presentation	3	6	9
Objective questions exam	2	4	6

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

**Methodologies**

	Description
Lecturing	The theoretical topics of the subject will be presented and explained in sessions of a masterful nature, although encouraging the participation of the students and with the support of abundant examples and audiovisual material.
Mentored work	They will have an individual and group character, since teamwork must be encouraged, and they will serve to put into practice the theoretical knowledge acquired.
Case studies	The analysis of specific examples is one of the formulas most demanded by students and that brings them closer to the real exercise of their future profession.
Seminars	They will focus on monographic topics of the subject, which can be studied in greater depth in small groups.
Debate	Students must be able to defend their positions convincingly and with arguments.
Presentation	Students must learn to develop fluently when speaking in public and present their work to the rest of the class.

**Personalized assistance****Methodologies Description**

Seminars	Teachers must monitor students individually.
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Mentored work	There will be individual and, fundamentally, group work in which all the members must have their function clearly specified.
Presentation	All students have to make some exhibition or public presentation.
Debate	It is necessary to guarantee that all the students give their opinion on the topics that are debated.
Case studies	Each student must provide a solution to the case being analyzed.

### Assessment

	Description	Qualification	Training and Learning Results	
Mentored work	The evaluation of the knowledge will be carried out by means of a continuous follow-up of the different practical works that will be carried out throughout the course. This section includes, specifically, the work done outside the classroom and the final work of the subject.	40	C12 C14 C15	D1 D3 D4
Seminars	This section includes case studies, debates, presentations and work done in class.	20	C12 C14 C15	D1 D3 D4
Objective questions exam	The theoretical section will be evaluated with an exam and other tests on the contents explained in the master sessions.	40	C12 C14 C15	D1 D4

### Other comments on the Evaluation

The final grade of the subject will be the result of adding the grade obtained in the exam, valued with a maximum of 5 points, and the one obtained in the practices, up to a maximum, also, of 5 points.

The **exam** will consist of a test of 50 questions with three possible answers for each of them, adding each of the correct ones 0.1 and subtracting the wrong ones 0.05; in such a way that two incorrect questions annul one correct one. Unanswered questions neither add nor subtract.

In the **practical part**, weekly work will be carried out in the classroom related to the topic that, at the same time, is being explained in the theoretical classrooms. All these works will be, in turn, previous steps of the final work of the subject, which will consist of the collective organization of a public event at the end of the semester. The program of the event will revolve around a central theme that will be decided in the first week of class and will be made up of various micro-events to be carried out on the same day, each one of them being responsible for each of the working groups in which the four practical groups of matter are divided. The 5 points of the practical part will be divided as follows:

- 4 points for the design, production and execution of the micro-event in question throughout the course.
- 1 point for the rest of the work done.

The student will have to pass each of the sections, theoretical and practical, to pass the subject and make the final average grade. In case of failing one of the two parts, even if you have a good grade in the other or exceed 5 in the direct sum of both, you will fail the matter.

In any case, the grade of the part approved in the first opportunity will be saved, only during the current course, for the second opportunity (July), in such a way that in July the people who are in this situation will only be examined in the part that they have previously suspended. If the failed part is the practical part, the students must contact the teachers as soon as they are notified of the grade for the first opportunity, so that they mark the work to be done sufficiently in advance to be able to pass it.

Those people who do not take the exam in the first opportunity and do it directly in the second, will have to have, like the rest of the students, presented all the practices required during the course, both the final work and those carried out in the classroom.

There is no specific itinerary for those who cannot attend classes, these students having to meet the same evaluation requirements of the theoretical and practical part that are required of the rest of those enrolled in the subject.

### Sources of information

#### Basic Bibliography

Xifra, Jordi, **Manual de Relaciones Públicas e Institucionales**, 3ª, Tecnos, 2017

Xifra, Jordi, **Técnicas de las Relaciones Públicas**, 1ª, UOC, 2007

Wilcox, Dennis L.; Cameron, Glen T. e Xifra, Jordi, **Relaciones Públicas. Estrategias y tácticas**, 10ª, Pearson, 2012

Aced, Cristina, **Relaciones públicas 2.0: cómo gestionar la comunicación corporativa en el entorno digital**, 2ª, UOC, 2019

Castillo Esparcia, Antonio, **Lobby y comunicación: El lobbying como estrategia comunicativa**, 1ª, Comunicación Social Ediciones y Publicaciones, 2011

#### Complementary Bibliography

Almansa Martínez, Ana, **Del gabinete de prensa al gabinete de comunicación**, 1ª, Comunicación Social Ediciones y Publicaciones, 2011

Ortega, Oswaldo, **Dinámica de grupos: técnicas de organización de eventos**, 1ª, Ecoe Ediciones, 2016

Baamonde Silva, Xosé Manuel, **A Comunicación no sector feiral: estratexias de organizadores, expositores e visitantes profesionais**, 1ª, Fervenza, 2009

Palencia-Lefler, Manuel, **90 Técnicas de Comunicación y Relaciones Públicas: Manual de Comunicación Corporativa**, 2ª, Bresca Profit, 2011

Leiva Aguilera, Javier, **Gestión de la reputación online**, 1ª, UOC, 2012

Matilla, Kathy (Coord.), **Casos de estudio de Relaciones Públicas: Espacios de diálogo e impacto mediático**, 1ª, UOC, 2016

Matilla, Kathy (Coord.), **Casos de estudio de Relaciones Públicas. Sociedad conectada: empresas y universidades**, 1ª, UOC, 2016

Moreno Fernández, Ángeles e Fuentes Lara, Cristina M., **Engagement y redes sociales. Análisis bibliométrico desde el ámbito científico de las relaciones públicas**, Trípodos, 45, 49-72, 2019

Cuenca Fontbona, Joan; Matilla, Kathy e Compte Pujol, Marc, **Transformación digital de los departamentos de relaciones públicas y comunicación de una muestra de empresas españolas**, Revista de Comunicación, 19(1), 2020

Castillo Esparcia, Antonio, **Las relaciones públicas internas como factor de gestión empresarial**, Anàlisi, 34, 193-208, 2006

Castillo Esparcia, Antonio; Smolak Lozano, Emilia e Fernández Souto, Ana Belén, **Lobby y comunicación en España. Análisis de su presencia en los diarios de referencia**, Revista Latina de Comunicación Social, 72, 783-802, 2017

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Estanyol, Elisenda, **Comunicación de la responsabilidad social corporativa (RSC): análisis de las campañas más premiadas en 2018**, El Profesional de la Información, 29(3), 2022

Capriotti, Paul, **Branding corporativo. Gestión estratégica de la identidad corporativa**, Comunicación, 27, 15-22, 2010

## **Recommendations**

### **Subjects that continue the syllabus**

Image and public relations campaigns/P04G190V01901

Crisis Communication/P04G190V01904

Communication management/P04G190V01701

Public Relations and solidary communication/P04G190V01908

Public relations and protocol/P04G190V01909

### **Subjects that are recommended to be taken simultaneously**

Institutional and electoral communication techniques/P04G190V01603

### **Subjects that it is recommended to have taken before**

Public relations theory and practice/P04G190V01205

Communication: Corporate image/P04G190V01303

Public relations strategic planning/P04G190V01503