



IDENTIFYING DATA

Image and public relations campaigns

Subject	Image and public relations campaigns			
Code	P04G190V01901			
Study programme	Grado en Publicidad y Relaciones Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	1st
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Máiz Bar, Carmen			
Lecturers	Máiz Bar, Carmen			
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Web				
General description	<p>The practice of public relations focuses on managing the communication between organizations and their audiences. An image campaign is aimed at building, reinforcing and improving the public appraisal of a brand, a person, a product or a service.</p> <p>In this course, we will study and create image and public relations campaigns, going through their basic stages: approach, research, diagnosis, planning, strategies and actions, and evaluation.</p> <p>--</p> <p>English Friendly subject: International students may request from the teachers: a) resources and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.</p>			

Training and Learning Results

Code	
C9	Knowledge of the communication strategies and its creative development, applicable to all type of organizations, as well as of the necessary methodologies to its analysis, audit and evaluation.
D2	Creative competences: ability to the creativity, the innovation and the adaptation to the change.
D3	Collaborative competences: ability of adaptation to the objectives and organizational values and of teamwork.
D6	Managerial competences: preparation to assume the risk in the decision taking.

Expected results from this subject

Expected results from this subject	Training and Learning Results
Build the core message of a public relations campaign or action, so that it includes the organization's most valued attributes	D2 D3
Interpret campaign effectiveness indicators	C9
Manage the risks associated to all the previously planned actions, assessing advantages and disadvantages and preparing alternatives to face them.	D6

Contents

Topic	
1. Basic Concepts	Public Relations Identity Image Reputation Tools Audiences

2. Campaigns	Image and Public Relations Campaigns Definition Reasons Types Professional Profiles
3. Planning	Approach Research Diagnosis Objectives Target Audiences Strategies Actions Timeline
4. Evaluation	Measurement and Control Evaluation Methods Feedback
5. Case Studies	Analysis and development of image and public relations campaigns

Planning

	Class hours	Hours outside the classroom	Total hours
Case studies	15	25	40
Mentored work	20	65	85
Seminars	15	10	25

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

Methodologies

	Description
Case studies	Study and analysis of real image and public relations campaigns
Mentored work	Design and development of image and public relations campaigns
Seminars	Theoretical explanations and practical exercises on image and public relations campaigns

Personalized assistance

Methodologies Description

Seminars	The teachers will guide the students in the preparation and development of the assignments. Information about the tests and papers, their format, length, deadlines and delivery methods will be detailed during the classes and through the Moovi platform. It is the student's responsibility to be aware of the information required to pass the course.
Case studies	The teachers will guide the students in the preparation and development of the assignments. Information about the tests and papers, their format, length, deadlines and delivery methods will be detailed during the classes and through the Moovi platform. It is the student's responsibility to be aware of the information required to pass the course.
Mentored work	The teachers will guide the students in the preparation and development of the assignments. Information about the tests and papers, their format, length, deadlines and delivery methods will be detailed during the classes and through the Moovi platform. It is the student's responsibility to be aware of the information required to pass the course.

Assessment

	Description	Qualification	Training and Learning Results
Case studies	Study and analysis of real image and public relations campaigns	35	C9
Mentored work	Design and development of image and public relations campaigns	35	D2 D3 D6
Seminars	Theoretical explanations and practical exercises on image and public relations campaigns	30	C9 D2 D3 D6

Other comments on the Evaluation

1. In order to pass the course with the continuous assessment system described above, it will be necessary to submit and present all assignments and exercises, obtaining a minimum passing grade (5) in each of them, and complying with the topics, deadlines and conditions established by the teaching team. In addition, attendance to classes will be mandatory (a maximum of 2 unexcused absences will be allowed throughout the term).

2. In the event that the student wishes to choose the global evaluation system, he/she must present his/her waiver to the continuous assessment system within the period of time and following the procedure established by the School.

3. Description of the global evaluation system:

On the official date scheduled by the School for the final exam, students must:

- Take a theoretical exam, defined by the teaching team (60% of the grade).
- Complete a practical exercise, defined by the teaching team (20% of the grade).
- Submit a paper consisting of the analysis of a real image and PR campaign, defined by the teaching team (10% of the grade).
- Deliver an assignment consisting of the design and development of an image and PR campaign, defined by the teaching team (10% of the grade).

Obtaining the minimum passing grade (5) in each and every one of them.

4. The second-chance assessment process will be the same as that established for the global assessment system.

5. Information about the tests and papers, their format, length, deadlines and delivery methods will be explained in class and through the Moovi platform. It is the student's responsibility to be aware of the information required to pass the course.

Sources of information

Basic Bibliography

Xifra, J., **Planificación estratégica de las relaciones públicas.**, Paidós, 2005

Complementary Bibliography

AIMC, **Estudio General de Medios**, AIMC, 2023

Capriotti, P., **La imagen corporativa. En Gestión de la comunicación en las organizaciones (pp. 57-72)**, Ariel, 2004

Castillo Esparcia, A., **Introducción a las relaciones públicas**, Instituto de Investigación en Relaciones Públicas, 2010

DirCom, **El estado de la comunicación en España (ECE 21-22)**, DirCom, 2022

Martín Martín, F., **Diccionario de Comunicación Corporativa e Institucional y Relaciones Públicas**, 1ª ed., Fragua, 2004

Villafañe, J., **La buena empresa: propuesta para una teoría de la reputación corporativa**, Pirámide, 2013

Xifra, J., **Manual de Relaciones Públicas e Institucionales**, 3ª ed., Tecnos, 2017

Recommendations

Subjects that are recommended to be taken simultaneously

Crisis Communication/P04G190V01904

Communication management/P04G190V01701

Public Relations and solidary communication/P04G190V01908

Subjects that it is recommended to have taken before

Public relations theory and practice/P04G190V01205

Public relations strategic planning/P04G190V01503

Public relations techniques/P04G190V01604