

Course Title (English)	Public Relations Techniques
Academic Institution	University of Belgrano (UB)
City	Buenos Aires
Country	Argentina
Course Title (Spanish)	Técnicas de las Relaciones Públicas
Course Number	IP_04_F
Sessions (Terms)	Fall Semester
Instructional Language	Spanish
Contact Hours	75
Credits (semester credits)	5
Credits (quarter units)	7.5
Prerequisites	Advanced Spanish I
Track	Immersion Program (Classes with Locals) (UB)

Course Objectives	• Achieve a knowledge of public relations techniques, its contents and applications. • Determine, depending on the recipients, which techniques are appropriate for each occasion or depending on specific communication needs. • Produce the most commonly used techniques of this profession.
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Course Content	Unit1: • Reach and effect of Public Relations. Techniques. • Public Relations. Fields of application. • Roles: Researcher, conciliatory, informative, political, pro social persuasive. Social role. • Effects; classification: preventive, reactive. • Audience reviews; classification. Correlation maps. • Techniques. Strategical, tactical and instrumental differences. • Grouping of techniques according to the targeted objective and type of audience. • Differences between the theory and practice of public relations.
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Bibliography

- Palencia Lefler, Manuel, 90 técnicas de Comunicación y RRPP, Editorial Profit, España, 2da edición 2011, capítulos 1 y 2. o L'etang Jacquie, Relaciones Públicas, Concepto, Práctica y Crítica, Editorial UOC, Barcelona, 2009, capítulo 2.

Unit 2:

- Techniques focused on the organization as an individual.
- Redaction of letters, speeches, opinion articles, memos to superiors. Speaker formation. Design and functionality of each technique.

Bibliography

- Palencia Lefler, Manuel, 90 técnicas de Comunicación y RRPP, Editorial Profit, España, 2da edición 2011, técnicas 1 y 2. o Wilcox Denis, Autt Philips y otros, Relaciones Públicas Estrategias y Tácticas, Editorial Pearsons, España, 6ta edición, 2001, capítulo 22.

Unit 3: Techniques to facilitate research and evaluation.

- Surveys. Interviews. Clippings. Documentary observation. Public opinion observatory. Discussion groups. Application and usefulness.

Bibliography

- Palencia Lefler, Manuel, 90 técnicas de Comunicación y RRPP, Editorial Profit, España, 2da edición 2011, técnicas 13, 14, 15 y 16. o Wilcox Denis, Autt Philips y otros, Relaciones Públicas Estrategias y Tácticas, Editorial Pearsons, España, 6ta edición, 2001, capítulo 22.

Unit 4: Techniques to foster internal and external communication.

- Bulletin boards. Suggestion box. Customer service office. Corporate website. Intranet-extranet. Social networks, fan page, twitter. Design and use of each tool.

Bibliography

- Palencia Lefler, Manuel, 90 técnicas de Comunicación y RRPP, Editorial Profit, España, 2da edición 2011, técnicas 26, 27, 29, 30, 31 y 32.
- Van Peborgh, Ernesto, Odisea 2.0 las Marcas en los Medios Sociales, La Crujía Ediciones, Buenos Aires, 2010.

Unit 5: Techniques to foster favorable publications for the organization,

- Online and offline newsletter. Institutional magazine. Institutional

brochures. Annual economic report. Annual social report. Employee onboarding guide. Institutional advertising. Commemorative advertising.

Bibliography

- Palencia Lefler, Manuel, 90 técnicas de Comunicación y RRPP, Editorial Profit, España, 2da edición 2011, técnicas 34,35,36,37,38, 40, 41 y 47.
- Wilcox Denis, Autt Philips y otros, Relaciones Públicas Estrategias y Tácticas, Editorial Pearsons, España, 6ta edición, 2001, capítulo 21.

Unit 6: Organizational techniques for specific interventions.

- Open door activities. Scheduled visits. Site visits. Inauguration.

Bibliography

- Palencia Lefler, Manuel, 90 técnicas de Comunicación y RRPP, Editorial Profit, España, 2da edición 2011, técnicas 66, 67, 68 y 69.
- Reynares Lara Carlos y Calvo Fernández Sergio, Comunicaciones integradas de marketing, Deusto, España, 2006.

Methodology

- Theoretical – Practice by text reading and real case analysis, which allows the student to go from an observational level to a productive one.
- The main objective is to educate the students in order for them to comprehend (the theory) and then create (practice, content production).
- The classes have an equal mix of theoretical and practical contents.

Assessment

Evaluation Criteria:

- Diagnostic evaluation.
- Midterm.
- Make-up midterm.
- Individual home and class practical assignments.
- Final exam: in-person, analysis of real cases which must be solved by the student.

Course Evaluation:

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| • Class participation: | 20% |
| • Oral Presentations: | 15% |
| • Quizzes (4): | 25 % |
| • Group Presentation: | 20% |

- Final Exam: 20%