

COURSE NAME: BUSINESS OF ADVERTISING IN PUBLIC RELATIONS

UFV CODE: 1345 **ECTS:** 6.0

TYPE OF COURSE: T, 2C

INTERNATIONAL CODE: ADP1345 **YEAR:** 5

REQUIREMENTS: ADP1344

OBJECTIVES: To learn about the organizational principles necessary to develop public relations activities. Outsourcing and in-house agencies: pros and cons of each method.

Criteria for choosing and evaluating suitable agencies. Evaluating and managing public relations activities through intermediaries

COURSE DESCRIPTION: A consideration of agencies as providers of public relations

for businesses and clients, its character as complementary or fundamental. To learn

about the principles and criteria used to guide the search and selection of agencies by

means of theoretical explanations illustrated with practical case studies. An agency

database. Students will undertake practical exercises on choosing agencies for proposed

situations. Theoretical classes and possible visits to advertising firms. Active participation

BIBLIOGRAPHY: WILCOX, D. y otros autores: Relaciones Públicas. Estrategias y

Tácticas. 6ª Edición, Pearson. Madrid

METHODOLOGY: Theory and practice, class attendance and participation in discussions,

undertaking practical exercises

EVALUATION: Students will undertake a project on public relations activities and providers

at the end of the course

PROFESSOR: To be appointed **LANGUAGE:** Spanish