

COURSE NAME: PROTOCOL TECHNIQUES

UFV CODE: 1372 **ECTS:** 4.5

TYPE OF COURSE: OP, 2C

INTERNATIONAL CODE: ADP1372 **YEAR:** 3

REQUIREMENTS: ADP1317

OBJECTIVES: To introduce the basic concepts of protocol, its history and legislative basis, and its application to official, social and corporate environments

COURSE DESCRIPTION: Definitions and concepts of protocol. Structure of the Spanish state. History of protocol. Basic legislation: Law 2099/1983. Institutional protocol; social protocol; business protocol

BIBLIOGRAPHY: MARTIN CALAHORRO, F.: Fundamentos del protocolo en la comunicación institucional : Guía práctica. 1997. OTERO ALVARADO, M^a T.: Teoría y estructura del ceremonial y el protocolo. 2000. DE URBINA, J.A.: El gran libro del protocolo. 2002. y 100 preguntas básicas de protocolo. 2004

METHODOLOGY: Explanation of basic concepts. Group preparation and presentation of the subjects. Discussion of current cases

EVALUATION: Ongoing, based on presentations, assignments and class participation. Final exam to improve grades

PROFESSOR: Félix Tijero Blanco **LANGUAGE:** Spanish