

COURSE NAME: TECHNIQUES OF PUBLIC RELATIONS

UFV CODE: 1343 **ECTS:** 6.0

TYPE OF COURSE: T, 1C

INTERNATIONAL CODE: ADP1343 **YEAR:** 5

REQUIREMENTS: ADP13225

OBJECTIVES: To develop and define the knowledge acquired in previous courses about

Public Relations theory, Corporate Image and Communication, through practical cases

COURSE DESCRIPTION: Starting with a review of the fundamental concepts of Corporate Communication and Public Relations -Identity, Image, Strategy, Publics, etc.-

, a series of practical cases will be developed in which different Public Relations techniques

must be applied

BIBLIOGRAPHY: BERNAYS, E.L.: Crystallising Public Relations. Edition 2000, 1998

(sold out). WILCOX, D.L.: Public Relations: Strategies and Tactics. 2000.

GRUNIG, J.E.

and HUNT, T.: Public Relations Management. Edition 2000, 2003

METHODOLOGY: Resolution, presentation and commentary of Public Relations practical

cases

EVALUATION: Class participation. Quality of the assignments completed.

Original ideas

in the commentary and discussion of the cases

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