

Course: Fundamentals of Public Relations

CREDITS: 4

UFV CODE: 1218

INTERNATIONAL CODE: ADP1218

HOURS: 60

OBJECTIVES: Thorough knowledge of public relations in Spain and around the world. For students of communications to understand the distinctive characteristics of public relations or social relations, and the role they play in a market society and in the business world in general.

COURSE DESCRIPTION: Definition of public relations. Public relations and the social sciences. History of public relations in Spain and the world. Public relations versus other kinds of communication. Differences between public relations and advertising. How a lobby works. Corporate image and internal communication. Corporate social responsibility. Work in a press office or external relations office.

BIBLIOGRAPHY: SOLANO FLETA, L.: Fundamentos de las Relaciones Públicas. Síntesis. LOZANO, F.: Anverso y reverso de la comunicación. Ibérica industrial. BENAVIDES, J.: El director de comunicación. Edipo. MACIÁ MERCADÉ, J.: Los gabinetes de prensa, alternativa profesional. Ciencia 3. ARCEO VACAS, J.L.: Las RRPP en España.

METHODOLOGY: Lectures using technical support.

EVALUATION: Exam.

PROFESSOR: Javier Reyero González.

LANGUAGE: Spanish.