UNIVERSIDAD DEL SALVADOR

Facultad de Ciencias de la Educación y de la Comunicación Social

Bachillerato Único de Comunicación Social

PROGRAM

CURRICULAR ACTIVITY Introduction to Public Relations

CHAIR: Constanza Lazazzera

TOTALOF HS/WEEKLY: 4 TOTAL OF HS 72

COURSE:

LOCATION:

ACADEMIC YEAR: 2017

1. CICLE: Basic X Professional

2. TEACHING STAFF:

Professor:	E-mail	Location	Course	Shift
Constanza Lazazzera	clazazzera5@gmail.com	Center		Morning

3. AREA IN WHICH THE SUBJECT STANDS WITHIN THE CAREER:

Public Relations

4. THE REASONS WHY OF THE SUBJECT IN THE CAREER:

The Public Relations field has a short academic trajectory in comparison with other sciences. That is why there is still a wrong set of beliefs around the profession. Many students has no knowledge of it when they begin their careers. This subject has a very important role in the studies program because it will provide the students with a broader vision regarding the reach of the PR function and the theoretical framework of this discipline.

5. SUBJECT OBJETIVES:

- To introduce students into the field of the Public Relations discipline.
- To define the different options the job market may offer to the PR practitioners.
- To know the various phases of the PR process
- To recognize the key role identity, image and institutional reputation play as the key intangible assets of any organization.
  To provide an integrated global view related to segmenting the approach to different audiences as an strategic management function.

6. QUANTITY OF HOURS:

	Theory	Practice	Total
Hours	58	14	72

8. THEMATIC UNITS, CONTENT, BASIC BIBLIOGRAPHY PER THEMATIC UNIT:

UNIT 1: PUBLIC RELATIONS AND ORGANIZATIONAL COMMUNICATIONS.

Definitions. The epistemological status of Public Relations as a scientific discipline. Public Relations' outreach, functions and occupational field. History and evolution of Public Relations in the Western hemisphere, Latin America and Argentina.
Debate around the concept of Communications.

PRACTICAL APPLICATIONS UNIT I

Key words identification in different definitions of the profession. Comparison and generation of an own definition by the students.

- Investigation related to the history of PR in Argentina. Fact building through interviews to the main reference professionals.

Unit Bibliography

■ IRAMAIN, Juan: "La sustentabilidad corporativa como objetivo estratégico de las relaciones públicas", en AA.VV.: Relaciones Públicas 2009. Radiografía: proyecciones y desafíos, Buenos Aires, UP/CPRPRA, 2009, págs. 83 a 92, www.palermo.edu/dyc/publicaciones/cuadernos/pdf/cuaderno28/cuaderno28.pdf. Fecha de consulta: 8 de marzo de 2010.

■ FERRARI, M. Aparecida; Franca, Fabio: Relaciones Públicas. Naturaleza, función y gestión en las organizaciones contemporáneas. Buenos Aires 2011. Editorial La Crujía. Cap 1 y 2 págs 17 a 77

■ REY LENNON, Federico: Edward Bernays. El hombre que inventó las relaciones públicas, Buenos Aires, Imagen, 1999, capítulos I, II, IV y V.

■ WILCOX, Dennis y otros: Relaciones públicas. Estrategias y tácticas (8° edición), Madrid, Pearson Educación, 2006, capítulos I, II. Págs 1 a 47; 51 a 86.

■ XIFRA, Jordi: Teoría y estructura de las relaciones públicas, Madrid, McGraw-Hill, 2003, capítulos I, II y IV.

■ CASTILLO, A. (2010): Introducción a las Relaciones Públicas. IIRO (Instituto de Investigación en Relaciones Públicas. España.

UNIT II – INTRODUCTION TO THE IDEA OF INTANGIBLE ASSESTS

Intangible assets: definitions. Brand and visual identity. Institutional identity. Components: culture and institutional philosophy. Identity attributes. The image, Image building. Image functions.: XXI century paradigm. The reputation. From image to reputation. Identity, image and reputation as top intangible assets of an institution.

Unit Bibliography

■ CAPRIOTTI, Paul: Planificación estratégica de la imagen corporativa, Barcelona, Ariel, 1999,

capítulos 1 y 3. Págs 15 a 31; 53 a 67

- COSTA, Joan. DirCom on-line. Grupo Editorial Design. La Paz, 2004. Cap. 6; págs. 125 a 137
- COSTA, Joan: Imagen Corporativa en el siglo XXI (2° edición), Buenos Aires, La Crujía, 2003, capítulos II, y VI. Pags 41 a 77; 191 a 238.
- MINGUEZ ARRANZ, Norberto: "Un marco conceptual para la comunicación corporativa", en http://www.rrppnet.com.ar/comcorporativa.htmhttp://www.rrppnet.com.ar/comcorporativa.htm
- RITTER, Michael: Cultura organizacional, Buenos Aires, Ediciones DirCom - La Crujía, 2008. Cap 2 págs 53 a 94.
- VILLAFAÑE, Justo: La buena reputación. Claves del valor intangible de las empresas. Madrid, Ediciones Pirámide, 2011. Cap 1 19 a 38
- CASTILLO, A. (2010): Introducción a las Relaciones Públicas. IIRO (Instituto de Investigación en Relaciones Públicas. España.

UNIT III – THE PUBLIC RELATIONS PROFESSIONAL.

The PR practitioner's role. Basic attributes and communicational profile of the practitioner. Profile, outreach and Professional incumbency according to the CPRPRA. The internal department of PR in organizations. Possible naming options for the role, structure, activities. The Dircom figure: concept, position and specific functions. The spokesperson. Sources of conflicts with other departments. PR consultancy firms. Offered services, structure, fees. Advantages and disadvantages of both models. PR 2.0. Social Media. Community Manager.

PRACTICAL APPLICATIONS UNIT III

- Group research about services offered by PR agencies in Argentina. Comparison of at least 3 proposals. Differences and similar points.
- Group analysis of winning cases from the Eikon Award.

Unit Bibliography

- BERNAYS, Edward: Relaciones públicas, Buenos Aires, Troquel, 1966, capítulo XII.
- BURSON, Harold: "De qué se trata. El rol del profesional en Relaciones Públicas", en Revista Imagen N° 21, Buenos Aires, 1998, págs. 23 y 24.
- COSTA, Joan: Imagen Corporativa en el siglo XXI (2° edición), Buenos Aires, La Crujía, 2003, capítulo VI
- COSTA, Joan. DirCom on-line. Grupo Editorial Design. La Paz, 2004. Cap. 4; págs. 85 a 101 .
- XIFRA, Jordi: Teoría y estructura de las relaciones públicas, Madrid, McGraw-Hill, 2003, capítulo V.
- WILCOX, Dennis y otros: Relaciones públicas. Estrategias y tácticas (8° edición), Madrid, Pearson Educación, 2001, capítulo IV, pág. 121 a 152.

UNIT IV – TARGET AUDIENCES

Concept of audience. Stakeholder´s theory. Audiences mapping for one organization. Analysis of main characteristics of specific audiences: workforce, consumers, press, community, government, investors and stockholders.

Unit Bibliography

- BONGIOVANNI, Maximiliano: "Los públicos en el proceso de comunicación pública", en AMADO SUÁREZ, Adriana (ed.): Auditoría de comunicación, Buenos Aires, Dircom/La Crujía, 2008, capítulo II.
- CAPRIOTTI, Paul: Planificación estratégica de la imagen corporativa, Barcelona, Ariel, 1999, capítulo II y VIII.
- FERRARI, M. Aparecida; Franca, Fabio: Relaciones Públicas. Naturaleza, función y gestión en las organizaciones contemporáneas. Buenos Aires 2011. Editorial La Crujía. Cap 5 págs 115 a 146.
- LARREA, Juan José (ed.): Apuntes del Dircom, Buenos Aires, Dircom, 2008, págs. 67 a 79.

UNIT V – THE PUBLIC RELATIONS PROCESS

Process stages. IPCE. Importance of research. Research techniques. Quantitative and qualitative approach. Planning. Components. Importance of establishing measurable objectives. Determination of target audiences. Strategic planning. Institutional messages typology. Creation of the adequate message. Budget determination. Communications: available media and different tools. The value of bidirectional communications. Evaluation: concept and measuring methods. Production and exposition to the message. Audiences´ reactions, attitudes and actions. ROI versus ROO.

Unit Bibliography

- CAPRIOTTI, Paul: Planificación estratégica de la imagen corporativa, Barcelona, Ariel, 1999, capítulo X, págs. 213 a 235.
- Investigación sobre la Comunicación Institucional en la Argentina, Buenos Aires, ICOMI-UCES, 2000, págs. 38 a 41.
- REY LENNON, Federico: Edward Bernays. El hombre que inventó las relaciones públicas, Buenos Aires, Imagen, 1999, capítulo V.
- RITTER, Miguel: "Cómo administrar el desempeño comunicacional", en LARREA, Juan José (ed.): Apuntes del Dircom, Buenos Aires, Dircom, 2008, págs. 157 a 169.
- WILCOX, Dennis y otros: Relaciones públicas. Estrategias y tácticas (8° edición), Madrid, Pearson Educación, 2001, capítulos V, VI, VII, VIII; págs 159 a 263
- XIFRA, Jordi; Planificación estratégica de las relaciones públicas. Barcelona, Editorial Paidós, 2005. Capítulos III y IV, págs. 91 a 216.

- METHODOLOGICAL RESOURCES:

- Exploring of students initial knowledge.
- Topics explanation with students' involvement.
- Themes consolidation activities.
- Problem solving and case study analysis.
- Individual practical applications.
- Group practical applications and sharing of results.
- Reading and text analysis. Bibliography classification.

9. 9. CRITERIA AND PARTIAL EVALUATION INSTRUMENTS:

10. FINAL EVALUATION AND REQUIREMENTS FOR APPROVAL OF THE SUBJECT:

The student must attend class and approve evaluations, professional practices, research activities or other committed tasks.

The student must approve the final exam according to academic schedules.

- ADDITIONAL BIBLIOGRAPHY

- AMADO Adriana y Castro Carlos (1999). Comunicaciones públicas. Buenos Aires, Temas.
- CASTILLO, A. (2009): Relaciones públicas. Teoría e historia, Universitat. Oberta de Cataluña, Barcelona.
- CASTILLO, A. (2009): "Relaciones Públicas y Think Tanks en América Latina. Estudio sobre su implantación y acción", en Razón y Palabra, Núm. 49, Instituto Tecnológico de Monterrey, México.
- RIES Al, Laura. La Caída de la Publicidad y el Auge de las relaciones Públicas
- SOLANO FLETA, L. (1995): Fundamentos de las Relaciones Públicas, Ed.Síntesis, Madrid.
- MATTELART, Armand (1994). "Nuevos horizontes de la comunicación. El retorno de la cultura." Revista Telos. Cuadernos de comunicación, tecnología y sociedad, N° 37, marzo-mayo (1ª época)
  http://telos.fundaciontelefonica.com/telos/anteriores/num 037/index 037.html?opi perspectivas4.ht mlhttp://telos.fundaciontelefonica.com/telos/anteriores/num 037/index 037.html?opi persp ectivas4.html

http://telos.fundaciontelefonica.com/telos/anteriores/num 037/index 037.html?opi perspectivas4.ht ml

- WEEKLY ORGANIZATION OF THE IN PERSON ACTIVITEIES

Complete thematic units and mark the required columns with an X. Consider amount of weeks according to the subject Schedule (e.g: 18 weeks for quarterly subjects).

Note: Should the subject have an intensive mode, detail activity as required.

Week	Unit	Theory	Practice	Tutorials	Evaluations	Other activities
1	Unit 1					
2	Unit 1					
3	Unit 1					
4	Unit 2					
5	Unit 2					
6	Unit 2					
7	Unit 2					
8	Unit 3					
9	Unit 3					
10	Unit 3					
11	Unit 4					
12	Unit 4					
13	Unit 4					
14	Unit 4					
15	Unit 5					
16	Unit 5					
17	Unit 5					
18	Unit 5					

• OTHER REQUIREMENTS FOR THE SUBJECT APPROVAL

The activities included in the 2017 Activity Schedule are compulsory as the event coincides with the day of class. The professor should articulate content and application work, relevant to the event.

- PROFESSOR SIGNATURE:

- CAREER DIRECTOR SIGNATURE: