

UNIVERSIDAD DEL SAGRADO CORAZÓN
ESCUELA DE COMUNICACIÓN FERRÉ RANGEL

COURSE SYLLABUS

TITLE: Fundamentals of Public Relations
COURSE CODE: RPU 255
PRE-REQUISITE: CMU 101, ADM 102
CREDITS: 3 credits, 3 weekly hours, 1 semester

DESCRIPTION

Introduction to modern public relations theory and practice. Emphasis on the role of the communicator and strategist as a consultant or associate manager. Study of Public Relations, its history, codes of ethics and socio-economic relevance of this field.

In this course, the student studies the theories applied to the research and analysis of public relations process: research, planning, communication and evaluation. It analyzes the importance of public opinion. Physical and virtual participation, assistance and group collaboration is required.

JUSTIFICATION

Organizations need the experts advice in the legal, financial, accounting areas, and labor-management relations knowledge. Every organization needs to develop effective relations with the audience, understand their attitudes and perceptions.

Public relations are practiced in public or private organizations, associations or institutions, in order to publicize their programs and support the marketing and advertising efforts. The public relations profession in Puerto Rico is regulated by Law No. 204.

SKILLS AND COMPETENCES

Transversal skills

1. Critical questioning (level I)
2. Ethic (level I)
3. Written communication (level I)

Specific skills

By the end of this course, students will be able to:

1. Define public relations and its objectives.
2. Describe the historical background and the public relations development.
3. Apply every step of the public relation process on real situations.
4. Understand the theories and techniques of public relation communication in business, public agencies and nonprofit organizations.
5. Identify and justify the importance of the public opinion.
6. Identify the functions of media communication and the operational structure for every situation, client, audience or strategy.
7. Understand the laws that regulate the practice of this profession in Puerto Rico.

CONTENT

- I. Introduction to public relations
 - A. Public relations
 1. Evolution of this discipline
 2. Historical background
 3. Ethic
 - B. Public relation process
 1. Investigation, planification, action and evaluation
 2. Cutlip & Center Model- (RARE)
 3. John Marston Model – (RACE)
- II. Theoretical, historical, creative and management aspects
 - A. Communication and public relations theories
 - B. Historical background of this profession in Puerto Rico
 - C. Management
- III. Public opinion
 - A. Communication and social psychology theories
 - B. Constructing public opinion
 - C. Audience
 - D. Public opinion formers
- IV. Management and professional consultancy
 - A. Practice and trends
 - a. Manegents theory
 - B. Environments and fluency

1. Formal and informal organizations
2. Social, economic, political and legal factors
3. Teamwork
 - a. Contact, progress and agreements reports

C. Current status of the profession

1. Professional organizations
2. Specialties
3. Work sceneries

V. Public relations plan

A. Investigating

- a. Data research, background and communication audit
- b. Investigative methods

B. Planning

- a. Objectives and goals
- b. Public segmentation
- c. Market situation, opportunities and threats analysis
- d. Positioning
- e. Strategies

C. Communication

1. Communication mechanisms
2. Internal and external communication
3. Different types of writing
 - a. Press release
 - b. Others
 - i. Print, meeting report, biography, press kit
 - c. Social media and prosumers
 - d. Exhibitions
 - e. Special events
4. Contingency plans

D. Evaluation

1. Evaluation methodologies
2. Publicity report
3. Communication audit
4. Measuring information, opinion and exposure

E. Budget

1. Strategy
2. Hour
3. Monthly
4. Project
5. Commissions

VI. Public relations trends

- A. Topics and current events
 - a. Internet
 - b. New technologies
 - c. Crisis management
 - d. Integrated communication

VII. Ethic and legal aspects related to public relations

- A. Ethical responsibility
- B. Social media ethical dilemmas
- C. Web content copyrights

METHODOLOGIES

Conferences, discussion, case studies, workshops, assignments, readings, multimedia, presentations, writing exercises, teamwork, research and creative project, oral and written reports.

EVALUATION

Exams	25%
Homework	25%
Participation	20%
Final project	<u>30%</u>
Total	100%

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