

Curricular Unit Form

(Document waiting approval from Course Commission)

Updated On	2023/09/12																															
Curricular Year / Period	2023/24 / S1																															
Course	Journalism and Communication																															
Curricular Unit	Public Relations Workshop																															
Language(s) of Instruction	Português Inglês																															
ECTS/tempo de trabalho (horas)	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2">ECTS</th> <th rowspan="2">Total</th> <th colspan="9">Horas de contacto semestral</th> </tr> <tr> <th>T</th> <th>TP</th> <th>PL</th> <th>S</th> <th>TC</th> <th>E</th> <th>O</th> <th>OT</th> <th>EC</th> </tr> </thead> <tbody> <tr> <td>6</td> <td></td> <td></td> <td></td> <td>60</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>30</td> </tr> </tbody> </table> <p>T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.</p>	ECTS	Total	Horas de contacto semestral									T	TP	PL	S	TC	E	O	OT	EC	6				60						30
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Teacher in charge (GDPR consent) <small>[complete name, email]</small>	Márcia Rogério Marat Moreira Pisco Cardoso Grilo / marciagrilo@ipportalegre.pt																															
Teacher in charge (GDPR consent) <small>[complete name, email]</small>	Cláudia Liz De Castro Pacheco / cpacheco@ipportalegre.pt																															
Prerequisites <small>[Curricular Units that must precede and specific entry competences]</small>	Marketing knowledge; communication skills and language skills.																															
Learning outcomes <small>[Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]</small>	Develop team spirit and teamwork. Understand the management of the variables of the marketing mix, identifying the needs at the level of communication, more specifically Public Relations. Master the theory of Public Relations. To develop their creativity, critical spirit and know how to solve problems, proposing appropriate solutions to the reality of Public Relations in the corporate world in organizations. Provide applied knowledge that allows students to act technically in different organizational scenarios, in which they will develop their activities as Public Relations professionals.																															
Sustainable Development Goals																																
Syllabus	<ol style="list-style-type: none"> 1. The Public Relations Plan <ol style="list-style-type: none"> 1.1. Characterization of the environment <ol style="list-style-type: none"> 1.1.1. Company 1.1.2. Marketplace 1.1.3. Competitors 1.1.4. Micro and macroeconomic conditions 2. Analysis of past experiences <ol style="list-style-type: none"> 2.1. Past Business Activities 2.2. Human environment of the company 2.3. Company's image 2.4. Express policy 2.5. Company intentions 3. Identification of business and communication objectives 4. Identification of target audiences <ol style="list-style-type: none"> 4.1. Identification 4.2. ranking 4.3. Description 5. Definition of communication axes and main messages 6. Definition of actions to be developed <ol style="list-style-type: none"> 6.1. Choice of Public Relations tools and media to use 6.2. Supports and Features 7. Timing and Budgeting of Actions 8. Action, monitoring and adaptation 9. Evaluation of results 																															

<p>Teaching methodologies (including assessment)</p> <p>[Specify the types of assessment and the weights and evaluation criteria]</p>	<p>1 - Teaching methodologies</p> <p>The students will develop the themes proposed by the students, with the opinion / approval of the teacher.</p> <p>The topics will focus on organizations / institutions / associations / products / services that consider needing a Public Relations plan. In the mentioned work, they will use the knowledge of previous years, contemplating the concept of Public Relations, its objectives and its functions.</p> <p>2 - Period assessment</p> <p>The evaluation is continuous (taking into account the participation and commitment of the students during the sessions) and mixed, will be based on a practical work directed: the elaboration of a Public Relations Plan.</p> <p>3 - Examination assesement</p> <p>Yes</p>
<p>Bibliography</p>	<p>1 - Main Bibliography</p> <p>Black, Caroline, Guia Prático do Profissional de Relações Públicas, Publicações Europa-América, edição nº152815/8783, 2006, ISBN: 9789721053571</p> <p>Cabrero, José; Cabrero, Mário, O Livros de Ouro das Relações Públicas, Porto Editora, 1ª Edição, 2001, ISBN: 972-0-06040-9</p> <p>Garcia, Manuel M., Chaves do êxito As Relações Públicas, Editorial Estampa, 1ª Edição, 1999, ISBN: 972-33-1474-6</p> <p>Giacaglia, Maria C., Organização de Eventos Teoria e Prática, Pioneira Thomson Learning, 2006, ISBN: 85-221-0301-1</p> <p>Lampreia, J. Martins, Assessoria de Imprensa nas Relações Públicas, Publicações Europa América, 2ª Edição, 1999, ISBN: 9789721033658</p> <p>Scott, David M., As Novas Regras de Marketing e Relações Públicas, Porto Editora, Lda., 2008, ISBN: 978-0-470-11345-5</p> <p>2 - Complementary Bibliography</p> <p>Almeida, V., A Comunicação Interna na Empresa, Praxis, 1ª Edição, 2000, ISBN: 972-95014-6-7</p> <p>Moutinho, Ana V., Dicionário de Relações Públicas, Campo das Letras Editores, 1ª Edição, 2001, ISBN: 972-610-369-X</p> <p>Povoas, Renato, Relações Públicas sem Croquete Uma Visão Moderna das R.P., Gestão Plus Editores, 1ª Edição, 2009, ISBN: 978-989-811-545-4</p> <p>Rojas, Octávio L., et all., Blogs La Comunicacion en Internet que está revolucionando médios empresas y a ciudadanos, 2ª Edição, 2007, Business & Marketing School, ISBN: 84-7356-481-2</p> <p>Villafañe, Justo, Imagem Positiva gestão estratégica da imagem das empresas, Edições Sílabo, 1ª Edição, 1998, ISBN: 972-618-192-5</p>
<p>Special Situations</p> <p>[Students with special status]</p>	<p>1 - Period assessment - Students with special status</p> <p>Students in mobility will be evaluated through a Public Relations Plan, whose subject must be previously approved and then supervised by the teacher, throughout the semester.</p> <p>As for the remaining students of special schemes will be made the necessary adaptation as regulated.</p> <p>2 - Examination assesement - Students with special status</p> <p>Yes</p>