

# Curricular Unit Form

(Document waiting approval  
from Course Commission)

<b>Updated On</b>	2023/09/12																																
<b>Curricular Year / Period</b>	2023/24 / S2																																
<b>Course</b>	Journalism and Communication																																
<b>Curricular Unit</b>	Public Relations Theory and Techniques																																
<b>Language(s) of Instruction</b>	Português Inglês																																
<b>ECTS/tempo de trabalho (horas)</b>	<table border="1"> <thead> <tr> <th>ECTS</th><th>Total</th><th colspan="8">Horas de contacto semestral</th></tr> <tr> <th>90</th><th></th><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></td><td></td><td></td><td>60</td><td></td><td></td><td></td><td></td><td></td><td>30</td><td></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								90		T	TP	PL	S	TC	E	O	OT	EC				60						30	
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<b>Teacher in charge (GDPR consent)</b> [complete name, email]	Rosália Isabel Duarte Rodrigues / rosalia.rodrigues@ipportalegre.pt																																
<b>Prerequisites</b> [Curricular Units that must precede and specific entry competences]	No application																																
<b>Learning outcomes</b> [Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]	<p>Students are invited to understand the micro, meso and macro levels of communicative processes analysis, as well as the eminent socio-communicative relational process. Afterwards, the knowledge and framing of the history of public relations will be facilitated, as well as the boundary spanning of these with Marketing, Advertising, Advertising and Journalism.</p> <p>On the one hand, students reach a level of theoretical abstraction necessary for understanding and applying RP theories. On the other hand, they know the techniques in a summary way. Accompanying this path are, besides, the tasks and activities in class and the analysis of PR activities of organizations chosen by the students.</p> <p>In parallel, there are two processual workshops. The first is aimed at theoretical-applied knowledge of presentation techniques, as well as media-training. The second is aimed at developing an integrated communication proposal, applied to the ESCS anniversary.</p>																																
<b>Sustainable Development Goals</b>																																	
<b>Syllabus</b>	<p>Theories:</p> <p>History of RP and micro, meso and macro level, the social relational process of RP. Overview of theoretical themes</p> <p>PR/Marketing/Advertising and Advertising Borders</p> <p>Systemic understanding of PR</p> <p>Four PR Models and the Bernays Paradigm</p> <p>Excellent Public Relations; The ideal of symmetric communication</p> <p>PR management; strategic communication</p> <p>The Rhetorical and Critical Approach to PR</p> <p>Post-modern, radical and European view of PR</p> <p>PR Ethics; PR and communication in civil society organizations</p> <p>Techniques:</p> <p>Analysis of communication products</p> <p>The objectives and problems of PR</p> <p>The Publics</p> <p>Online Communication</p> <p>Relations with the Media (Press Office)</p> <p>Event Management and Protocol</p> <p>Crisis Communication and Financial Communication</p> <p>Communication through own media and Direct Dialogue (Below the line)</p> <p>Social responsibility, lobbying and new trends</p>																																
<b>Teaching methodologies (including assessment)</b>	<b>1 - Teaching methodologies</b>																																

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<p>[Specify the types of assessment and the weights and evaluation criteria]</p>	<p>Lectures, activation exercises, playful application exercises. Text readings. Applied exercises. A procedural workshop. Visit some organizations.</p> <p><b>2 - Period assessment</b></p> <p>The performance assessment will be as follows:</p> <p>a written test (50%) a workshop (20%) an organizational analysis assignment (20%) attendance/participation (10%)</p> <p><b>3 - Examination assesement</b></p> <p>Oral Exam - 100%</p>
<p><b>Bibliography</b></p>	<p><b>1 - Main Bibliography</b></p> <p>GONÇALVES, Gisela (2010), Introdução à teoria das relações Cornelissen, J. (2010) Corporate Communication. Sage, London</p> <p><b>2 - Complementary Bibliography</b></p> <p>GRUNIG, J.E. e Hunt, T. (1984), Managing Public Relations, Holt, Rinehart &amp; Winston, USA. HEATH, R. L. (ed.) (2001), Handbook of public relations, Sage, Thousand Oaks, CA. TENCH, R. e Yeomans, L. (2006), Exploring Public Relations, Prentice Hall, Harlow.</p>
<p><b>Special Situations</b></p> <p>[Students with special status]</p>	<p><b>1 - Period assessment - Students with special status</b></p> <p><b>2 - Examination assesement - Students with special status</b></p>