

Course Unit	Public Relations and Communication Office		Field of study	Marketing and Advertising	
Bachelor in	Communication and Journalism		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	2	Level	1-2
Type	Semestral	Semester	2	ECTS credits	6.0
Code	9662-657-2205-00-23				
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Manuela Dolores Ferreira Carneiro

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Learn about Public Relations role in organizations
2. Know the codes of conduct that guide the exercise of the profession
3. Distinguish Public Relations from Other Communication Techniques
4. Understanding the strategic dimension of communication
5. Know how to design and implement a communication plan
6. Develop strategies and tactics of dissemination (online and offline) of products and services
7. Identify the importance of the Protocol as an instrument of external communication
8. Know some of the protocol procedures in formal ceremonies

Prerequisites

Not applicable

Course contents

1. Public Relations – background
2. Planning Public Relations
3. Communication/Press Office
4. Protocol

Course contents (extended version)

1. Public Relations:
 - Definition
 - Skills Profile
 - Origin and Evolution
 - Goals
 - Audiences
 - Ethics and Deontology
 - Other Communication Techniques: Advertising, Marketing and Propaganda
2. Public Relations Planning:
 - Communication Diagnosis
 - Elaboration of Communication Plans
 - Communication in crisis situations
3. Communication / Press Office:
 - Organization of a communication office
 - Strategies and tactics for the dissemination of products and services in the media
 - Advisory strategies in social networks
 - Business publications, podcasts and publicity editorials
 - press conferences
 - Media training
 - Clipping
4. Protocol:
 - Protocol rules applied to oral and written communication
 - Presidencies and precedence
 - Official Symbolology
 - Introductions and greetings

Recommended reading

1. Cabrero, J. D. B. , & Cabrero, M. B. (2007). O Livro de Ouro das Relações Públicas. Porto: Porto Editora. ISBN: 9789720060402
2. Gonçalves, G. (2010). Introdução à Teoria das Relações Públicas. Porto: Porto Editora. ISBN: 9789720452696
3. Gonçalves, G. , Oliveira, E. , & Padamo, C. (2015) Relações Públicas e Comunicação Organizacional - Desafios da Globalização, Escolar Editora. ISBN: 9789725924679
4. Scott, D. M. (2008). As Novas Regras de Marketing e Relações Públicas. Porto: Porto Editora. ISBN: 9789720451040
5. Serrano, J. (2011) O Livro do Protocolo. A Esfera dos Livros. ISBN: 9789896263522

Teaching and learning methods

Expository method - oral and audio-visual transmission of theoretical knowledge in class; Interrogative method - discussion of the themes covered, case studies and current affairs; Active method - exercise solving, watching audio-visual content, interacting with professionals and field trips, simulation of professional routines, bibliographical research

Assessment methods

1. Continuous assessment - (Regular, Student Worker) (Final, Supplementary)
 - Projects - 100% (Creation of a Communication Plan - 50% Press kit + 50%)
2. Final assessment - (Regular, Student Worker) (Special)
 - Final Written Exam - 100% (Final Written Exam)
3. Final assessment International Mobility - (Regular) (Final)
 - Practical Work - 100% (Creation of a Communication Plan)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation			
Manuela Dolores Ferreira Carneiro	Tiago Jorge Alves Fernandes	Barbara Costa Vilas Boas Barroso	Luisa Margarida Barata Lopes
10-04-2024	10-04-2024	10-04-2024	19-04-2024

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