40119 - Public Relations and Customer Relationship Management

TEACHING PLAN

1. Basic description

Name of the course: Public Relations and Customer Relationship Management
Area: Marketing, Communications and Market Research
Profile: Marketing
Academic year: 2020–2021
Term: 1st
Degree / Course: Bachelor’s Degree in International Business and Marketing
Code: 40119
Number of credits: 4
Total number of hours committed: 100
Teaching language: English
Lecturer: Toni Duró
Timetable:
SIGMA Schedule
Office hour:
Wednesday 17:45 - 18:30

2. Presentation of the course

This course has been designed in order to teach students to optimize marketing decisions in their future professional careers. It begins with a definition and introduction of public relations and customer relationship management and key concepts that will lead the students to understand why public relations is a key practice in marketing and CRM is a pillar in order to understand the differences between acquisition and loyalty programs.

The goal is to know how to mix and find a perfect combination between public relations strategy, planning and tactics. Besides, it is key to understand the correct path to find the accurate strategy with regards to new client’s acquisition plans, retention and loyalty operations and finally reactivation client’s plans.

3. Competences to be worked in the course

<table>
<thead>
<tr>
<th>General competences</th>
<th>Specific competences</th>
</tr>
</thead>
<tbody>
<tr>
<td>General personal competences</td>
<td>Professional competences</td>
</tr>
<tr>
<td>Competences for applicability</td>
<td>E.P.15. Acquire the ability to express ideas and emotions orally and in a written form, use an organised approach and strategically plan behaviour.</td>
</tr>
<tr>
<td>G.A.4. Ability to understand and apply the network concept.</td>
<td>E.P.16. Adapt the communication style to different audiences, understand cultural differences in communication and convey multicultural abilities.</td>
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</table>

The above competences reflect the basic competences set out in Royal Decree 1393/2007, namely:

a. Competence to **comprehend knowledge, on the basis of general secondary education.**

b. Competence to **apply knowledge** to day-to-day work in international management or marketing, in particular the ability to develop and defend arguments and to solve problems.

c. Competence to **gather and interpret** relevant **data**, enabling the development of critical judgements on the economic and social reality.

d. Competence to **communicate and transmit information** (ideas, problems, solutions) to a specialist and
The competences worked on in the course are divided into two groups: those seen as a development or specification of a basic competence; and those that hone graduates’ professional profile with respect to general and specific competences.

**Basic competence:** communicate and transmit information

*I. General competences G.P.5*
*II. Specific competences E.P.13, E.P.15, E.P.16*

Competences that hone graduates’ professional profile which are not included under basic competences

In general, these competences combine the following key elements for honing students’ professional profile in the area of international business and marketing:

- Provide students with the capacity to adapt to dynamic teams and environments.
- Provide students with the capacity to create their own integral vision of the operation of a business or international marketing project.
- Provide students with the capacity to take complex decisions and carry out negotiation processes.

*I. General competences G.A.4*

**Learning outcomes**

Evaluate and to apply methods of management and business relationship with individual and segmented consumers (CRM). Integrate and to interrelate CRM activities with other sales department activities.

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to an hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model

4. **Contents**

**UNIT 1:** Introduction.
Introduction to Public Relations (PR) and its functions within the Marketing Mix. Difference between Marketing Communications and Corporate Communications. The role of the Chief Communications Officer.

**UNIT 2:** PR Planning.
Structure of PR plans and programs. Difference between objectives, strategy and actions (tactical execution). Integrated Marketing Communications (ICM) taking into account PAID-OWNED-EARNED Media (the SOSTAC and PESO models). Review of cases.

**UNIT 3:** Media Relations and Influencers Relations.
Main tools, techniques and strategies to effectively deal with journalists and influencers. Monitoring and Evaluation: KPIs and ROI. Review of cases.

**UNIT 4:** Social Media Strategy and CRM.
Organizations, brands and social media. Analysis of presence and activity in SM of several companies and their top executives. SM as a channel to provide customer service, to perform permanent monitoring and to launch co-creation initiatives. Benchmark of cases.

**UNIT 5:** Crisis Communications Management.
Introduction to Crisis Communications Management. Definition, main phases, tools & techniques. Review of cases.

5. **Assessment**

**Regular term evaluation**

The final grade will be determined by the weighted average of different activities (including a final exam) that will be evaluated continuously along the duration of the course.

<table>
<thead>
<tr>
<th>Assessment element</th>
<th>Frequency</th>
<th>Minimum Grade Requirement</th>
<th>Assessment agent</th>
<th>Type of activity</th>
<th>Individual or Group Activity</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Prof</td>
<td>Self</td>
<td>360?</td>
<td></td>
</tr>
</tbody>
</table>
### CONTINUOUS EVALUATION

<table>
<thead>
<tr>
<th>Class Participation and Quizzes</th>
<th>Along the entire course</th>
<th>Top 5 grades count</th>
<th>X</th>
<th>Conceptual and following of the course</th>
<th>Individual</th>
<th>10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Discussions, Presentations and Articles Discussions</td>
<td>Along the entire course</td>
<td>Top 5 grades count</td>
<td>X</td>
<td>Application</td>
<td>Individual and in groups</td>
<td>10%</td>
</tr>
<tr>
<td>Individual Mid-Term in-class practice (online) focused on Media Rel.</td>
<td>Online Class of Week 6</td>
<td>N/A</td>
<td>X</td>
<td>Application</td>
<td>Individual</td>
<td>20%</td>
</tr>
<tr>
<td>Group Final Project</td>
<td>Seminar 9</td>
<td>N/A</td>
<td>X</td>
<td>Application</td>
<td>In groups</td>
<td>20%</td>
</tr>
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### FINAL EXAM

**FINAL EXAM REQUIREMENTS TO BE ABLE TO PASS THE COURSE:**

- Minimum 4.0 out of 10.0 required to pass the course. If the grade is less than 4.0, the exam grade becomes the final course grade.

- The course is passed if the weighted average of ALL graded elements is 5.0 or higher.

- To have the re-examination option in January, a student MUST take the final exam.

<table>
<thead>
<tr>
<th>Final Exam</th>
<th>Exam Week</th>
<th>Minimum 40%</th>
<th>X</th>
<th>Conceptual and synthesis</th>
<th>Individual</th>
<th>50%</th>
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</table>

**Resits**
The continuous assessment activities may not be retaken.

The final exam resit will be scheduled at a date to be decided by ESCI.

Students’ final course qualification will be as follows:

- Make-up exam 40%
- Continuous assessment activities 60%

If the student does not obtain a minimum of 4 in the make-up exam, the final grade will be the grade of the make-up exam without doing the average with the continuous evaluation elements.

Any students found copying and/or plagiarising work, in whole or in part, will fail the subject. They will receive a final grade of zero and will not be allowed to take the make-up exam. In accordance with the UPF Disciplinary Rules and Regulations for Students, other additional sanctions may apply depending on the seriousness of the offence.

**Working competences and assessment of learning outcomes:**

|----------------|-----|-----|------|------|------|-------------------|
Class Participation and Quizzes | X | X | X | X | X | X
--- | --- | --- | --- | --- | --- | ---
Case Discussions, Presentations and Articles | X | X | X | X | X | X
Discussions |  |  |  |  |  |  
Individual Mid-Term in-class practice (online) focused on Media Rel. | X | X | X |  | X |  
Group Final Project | X | X | X | X | X | X
Final Exam |  | X | X | X |  |  

6. Bibliography and teaching resources

Basic bibliography

Supplementary bibliography

Teaching resources
- PowerPoint slides.
- Articles related to subjects and case studies.

7. Methodology

Lectures
Students are expected to be well prepared and play an active role in class discussions. They should read the material specified in Section 8 before the relevant class session.

Seminars
Students in a specific seminar group will form subgroups of four to six people who will work on the case study analyses and discussions and will prepare and present the group research. Case discussions will be assessed on both a group and an individual basis. The group research will be evaluated and graded on a group basis.

<table>
<thead>
<tr>
<th>IN CLASSROOM</th>
<th>DIRECTED (OUTSIDE CLASSROOM)</th>
<th>AUTONOMOUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturer:</td>
<td>Lecturer:</td>
<td>Student:</td>
</tr>
<tr>
<td>- Lecturer’s exposition</td>
<td>- Reading and assessment of case study reports</td>
<td>- Reading of material before class</td>
</tr>
<tr>
<td>- Queries resolved</td>
<td>- Reading and assessment of PR plan sections</td>
<td>- Personal individual study of the subject</td>
</tr>
<tr>
<td>Student:</td>
<td>Student:</td>
<td>- Preparation for the final exam</td>
</tr>
<tr>
<td>- Case study discussions</td>
<td>- Case study preparation</td>
<td></td>
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<tr>
<td>- Group research presentation</td>
<td>- Group research elaboration (PR Plan)</td>
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<tr>
<td>- Final exam</td>
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</tbody>
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8. Scheduled activities

Allocation of hours between theory and practical lessons:
- 2 hours of lectures and 1 hour of seminars

Scheduled curriculum activities:
• Class Hours: lecture classes, seminars, face-to-face tutorials
• Preparation Hours: group work, individual work (reports, exercises, etc.), autonomous study