

Màster de Gestió Estratègica de la Comunicació i Relacions Públiques

PLA DOCENT D'ASSIGNATURA

Títol de l'assignatura: Public Relations in Context

Codi de l'assignatura: 31790

Nombre de crèdits: 7,5 ECTS

Student workload: 125 hours

Professors responsables: Blanca Fullana

1. Course presentation

Since the globalization of the economy at the end of the last century, the context of PR and corporate communications in businesses and organizations has radically changed. Communication strategies to reach any type of audience are challenged to anticipate stakeholders' interests, build brand equity beyond good products (and/or services) and readdress unique assets to remain competitive. All together, in the "spot-light" of a highly-active technological context that has reversed some of the traditional ways of managing and organizing businesses and that has adopted new standards of value in order to measure success and reputation. The resulting atmosphere demands redefining brand identity to match the significance and the expected relevance of businesses' legacy, not just in the look of clients and consumers, but also of diverse opinion leaders and most specially, of people and citizens among the communities and societies at stake.

In this "open" environment, public relations practices and corporate communications in general, demand greater levels of ethics and responsibility towards the society in which their organizations operate and also, larger synergies and collaboration and participation processes, soon to be fully embedded in a co-management and co-responsibility corporate culture including all stakeholders. A context in which equity for business and corporations must account for much more than just the financial results and quantitative growth that has ruled the scenario in the last decades. And PR professionals are at the forefront of leading "the conversation" and "engagement"!

2. Content

- The concept of Equity:

- Corporate Brand Equity: The full value equation of brands today.
- ROE –Returns over Expectations- eventually ROI –Return over Investment-. The concept and flow of Money in today's society is cause or effect of how well we sell it!?
- Definition and Relevance of 21st C Corporate Communications
 - The corporate Identity variable
 - Corporate functionality: Evolution, challenges and opportunities of strategic business contributions to society
 - Redefining the Corporate Value equation. Equity is not about money, but about being relevant to society.
- Economic Paradigms: From a 20th C Industrial Revolution business model to a 21st C Technology Revolution context.
 - The cutting-edge: Intellectual Capital vs Man-Power
 - Implications and consequences of technology. Processes of innovation in today's consumer products and services.
 - Stakeholder's implication in the perception of reputation. Redefining the success asset
- Social Movements and Participation:
 - Liquid structures, democratization of opinion and feedback platforms.
 - *Prosumers* and Citizenship Journalism. New behaviours and expectations.
 - Opinion leaders: reversing the influence chain
 - The need for a more reliable Corporate Culture and Responsibility set-up
- 21st C Communications Activity:
 - The leading role of PR
 - Turning the Communications Mix upside down! From manufacturing and launching products and information to serving personalized goods and expectations on-demand.
 - Reshaping space dimension in Communications strategies today: The rise of Participation and Engagement.
 - Re-active, non-controlled communications activity trends.
 - Reshaping time dimension in Communications strategies today: The Nowness mantra of stakeholders: "*I was here*".
- The *Innovation* key-ingredient:
 - The role of branded organizations in progress and the interrelation between CSR, Research and Innovation
 - Managing Knowledge
 - The Innovation new Cycles and Spans

- The rise of Corporate Cultural Responsibility (CCR)
- Expectations, Needs and Development –Challenges for Humankind
- Corporate Brand Equity, examples of Best Practices.
 - Case study reviews of relevant European brands

3. Evaluation

End of course essay-paper (in teams): 30%

End of course exercise (individual): 50%

Class and seminars participation (individual –teacher’s assessment):
20%

4. Bibliography and didactic resources

4.1. Basic bibliography

- CHERNATOY, Leslie de. *From Brand Vision to Brand Evaluation*. Ed. Elsevier, 2010.
- KAPFERER, JN. *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*. Kogan Page, 2008. (4th edition)

4.2. Secondary bibliography

- AAKER, David A., McLOUGHLIN, Damien. *Strategic Market Management: Global Perspectives*. Ed. John Wiley & Sons, UK, 2010.
- BAUMAN, Zygmunt. *Liquid Modernity*. Ed. Blackwell Publishers Ltd., UK, 2000.
- CRAINER, Stuart. *The Real Power of Brands*. Editorial Eresma&Celeste Ediciones, 1997.
- CRANE, Robert. *European Business Cultures*. The FT Prentice Hall, NY, 2000.
- GAY, Paul du. *Organizing Identity*. Sage Publications, 2007.
- HESSEL, Stéphane. *Time for Outrage: Indignez-vous!*. The Hachette Book G., NY, 2011.
- KORNBERGER, Martin. *Brand Society: How Brands Transform Management and Lifestyle*, Cambridge University Press, 2010.
- MATTELART, Armand. *Networking the World: 1794-2000*. University of Minnesota Press, USA, 2000.



5. Methodology

Class lecturing and discussion seminars. Case studies review.

Course interactive portal with information and referential articles and links to support exercises and class participation.