

TEACHING PLAN FOR

- **PUBLIC RELATIONS AND
CUSTOMER
RELATIONSHIP
MANAGEMENT**

1. Basic Description

Name of the course: Public Relations and Customer Relationship Management

Area: Marketing and Market Research

Profile: Marketing

Academic year: 2018–2019

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: Georgina Dalmau

Timetable:

Group 1

| | |
|----------------------|--------------------|
| Monday | 3.30–5.45 pm |
| Wednesday (seminars) | 3.30–4.25 pm (101) |
| | 4.30–5.25 pm (102) |
| | 6.15–7.10 pm (103) |

Office hours:

Monday 17:45 to 18:30

2. Course Overview

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

| General competences | Specific competences |
|-------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| General personal competences | Professional competences |
| G.P.5. Capacity for empathising. | E.P.13. Improvement of communication and negotiation skills, both oral and written. |
| Competences for applicability | 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. |
| G.A.4. Ability to understand and apply the network concept. | E.P.16. Adapt the communication style to different audiences, understand cultural differences in communication and convey multicultural abilities. |

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

- Competence to **comprehend knowledge, on the basis of general secondary education.**
- 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.
- Competence to **gather and interpret** relevant **data**, enabling the development of critical judgements on the economic and social reality.
- Competence to **communicate and transmit information** (ideas, problems, solutions) to a specialist and non-specialist audience.
- Competence to **develop learning activities** in a relatively autonomous manner.

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.

4. Content

UNIT 1: Introduction

Introduction to Public Relation (PR) and Customer Relationship management (CRM) concepts and review of the basic concepts of the Marketing Strategy (Objective, Goals Targeting and the Marketing Plan).

UNIT 2: Public Relations.

Definition and introduction to public relation practices. Understanding the importance of Public Relations in marketing.

UNIT 3: Customer Relationship Management.

Definition and introduction to Customer Relationship management. Understanding why is a Pillar in Marketing. Implementation Plan.

UNIT 4: Client's acquisition and loyalty.

How to use Public Relations and CRM to acquire and retain the customers. How technology helps us.

UNIT 5: Branding, PR & CRM.

Understanding how to build brand value and how PR and CRM are going to help us on this process.

UNIT 6: The Marketing Strategy.

We will combine Public Relations and CRM knowledge to define the Marketing Strategy and the implementation Plan of a CRM.

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 continuous along the duration of the course.

| Assessment activities | Time period | Assessment type | | Assessment agent | | | Activity Type | Grouping | | Weight (%) |
|----------------------------------------------------------|-------------------------|-----------------|----------|------------------|-----------------|---------------|---------------------------|----------|-------|-------------|
| | | Mandatory | Optional | Teacher | Self-assessment | Co-assessment | | Ind. | Group | |
| CONTINUOUS EVALUATION | | | | | | | | | | |
| Active class participation and quizzes (Top 5) | Along the entire course | X | | X | | | Conceptual and synthesis | X | | 10% |
| Case discussions, presentations and articles discussions | Along the entire course | X | | X | | | Application and synthesis | X | X | 20% |
| Group first draft in Week 5 | Week 5 | X | | X | | | Application and synthesis | | X | 10% |
| Group PR Final submitted and presented in Week 9 | Seminar 9 | X | | X | | X | Application and Synthesis | | X | 20% |
| FINAL EXAM | | | | | | | | | | |
| Final exam (minimum score required: 4) | Exam week | X | | X | | | Conceptual and synthesis | X | | 40% |

Taking the final exam and obtaining a minimum score of 4 are necessary conditions in order to pass the course.

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:

| | GP5 | GA4 | EP1 3 | EP1 5 | EP1 6 | Learning outcomes |
|------------------------------------|-----|-----|----------|----------|----------|----------------------|
| Class participation | x | | | x | | X |
| Case discussions and presentations | | x | | x | x | X |
| Group research | | x | x | x | | X |
| Final exam | x | x | x | x | x | X |

6. Bibliography and Teaching Resources

- Basic bibliography
 - Theaker, Alison. *The Public Relations Handbook*. New York: Routledge, 2011.
 - Kostjohn, S., M. Johnson, and B. Paulen. *CRM Fundamentals*. New York: Apress Academic, 2011.
- Supplementary bibliography
 - Lindstrom, Martin. *Buyology*. New York: Broadway Books, 2008.
 - Kotler, P., and K. Keller. *Marketing Management*, Upper Saddle River, NJ: Prentice Hall, 2011.
- Teaching resources
 - PowerPoint slides.

- o 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 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.

| IN CLASSROOM | DIRECTED (OUTSIDE CLASSROOM) | AUTONOMOUS |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| Lecturer: - Lecturer's exposition - Queries resolved Student: - Case study discussions - Group research presentation - Final exam | Lecturer: - Reading and assessment of case study reports - Reading and assessment of marketing plan sections Student: - Case study preparation - Group research elaboration | Student: - Reading of material before class - Personal individual study of the subject - Preparation for the final exam |

8. Timetable of Activities

1) Allocation of hours between theory and practical lessons:

- 2 hours of lectures and 1 hour of seminars

2) Scheduled curriculum activities:

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

| | | Type | CLASS ACTIVITY | Class Hours | Preparation Hours |
|-----------------|--------|-----------|---------------------------------|-------------|-------------------|
| Week 1 | 17-sep | Sesion 1 | Introduction + Unit 1 | 2 | |
| Week 2 | 28-sep | Seminar 1 | Exercice and Discussion. | 1 | 2 |
| Week 3 | 01-oct | Sesion 2 | Unit 1 | 2 | 2 |
| Week 3 | 03-oct | Seminar 2 | Project Exercise | 1 | 5 |
| Week 4 | 08-oct | Sesion 3 | Unit 2 | 2 | 2 |
| Week 4 | 10-oct | Seminar 2 | Case Studie | 1 | 4 |
| Week 5 | 15-oct | Sesion 4 | Unit 2 | 2 | 2 |
| Week 5 | 17-oct | Seminar 4 | Project Exercise + 1st Delivery | 1 | 8 |
| Week 6 | 22-oct | Sesion 5 | Unit 3 | 2 | 2 |
| Week 6 | 24-oct | Seminar 5 | Case Studie | 1 | 4 |
| Week 7 | 29-oct | Sesion 6 | Unit 3 | 2 | 2 |
| Week 7 | 31-oct | Seminar 6 | Unit 3 | 2 | 2 |
| Week 8 | 05-nov | Sesion 7 | Unit 4 | 2 | 2 |
| Week 8 | 07-nov | Seminar 7 | Project Exercise | 1 | 7 |
| Week 9 | 12-nov | Sesion 8 | Unit 5 | 2 | 2 |
| Week 9 | 14-nov | Seminar 8 | Project Exercise | 1 | 7 |
| Week 10 | 19-nov | Sesion 9 | Unit 6 | 2 | 2 |
| Week 10 | 21-nov | Seminar 9 | Project Presentations | 1 | 10 |
| Week 11 | 26-nov | Sesion 10 | Exam Preparation | 2 | |
| Final Exam Week | | | | | |