

Course unit title: BUSINESS COMMUNICATION AND PUBLIC RELATIONS

Course unit code: 1-1-01

Type of course unit: compulsory

Level of course unit: first cycle

Year of study: 1st

Semester: 1st

Number of ECTS credits allocated: 6 ECTS

Name of lecturer: António Cardoso

Objectives

The Business Communication and Public Relations discipline included in the Business Communication course aims at making the students aware of the importance of this management tool in the companies, in relation to their insertion in a communication and information society and in a market indelibly marked by brands as opposed to the classic dominance of products and production, clarifying its genesis and evolution and giving them with the necessary techniques and practices for their efficacious development.

Learning outcomes of the course unit

1. Understand the need for Business Communication and its strategic importance for the competitiveness of Portuguese companies, within the global context of the country;
2. Define and understand Business Communication and perceive it as a management philosophy and operational tool distinct from Marketing (although complementary), apprehending its basic concepts and identifying its different typologies and respective tools and techniques;
3. Define the historic evolution of Business Communication and Public Relations, namely in Portugal and Spain;
4. Recognize the different professions of Business Communication, identify the success factors of a professional and absorb the deontology and conduct codes of the profession;
5. Apply and organize Business Communication in the organizations, perceiving it as a means and not an end, being able to project and assess a business communication strategic plan and know how to manage the communication relations with the different publics of an organization;
6. Clearly distinguish the different tools of Business Communication and Public Relations and understand their specificities;
7. Understand the qualitative and quantitative characteristics of the different communication means and media, being able to create and manage written, audiovisual and electronic media.

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

Business communication Introduction; Historical context; Professional Context; Social context; Economical and functional context; Operational context; Legal Context; Business Communication key concepts; Business Communication Typologies; Business Communication public and efficient relationship strategies; Tools and Techniques of Business Communication; Business Communication Media and supports; Business Communication Strategy, Planning and Evaluation; New tendencies of Business Communication.

Recommended Reading

Westphalen, Marie-Hélène, A Comunicação na Empresa, Editora Rés

Vários autores, Comunicação, editado pelo Instituto de Formação Bancária(1998)

Almeida, Vítor, A comunicação interna na empresa, Editora Praxis(2000)

Katz, Bernard, Comunicação poder da empresa, Clássica Editora(1993)

Romagni, Patrick, O Lobbying, Publicações D. Quixote,(1994)

Planned learning activities and teaching methods: Theoretical-practical lessons

Assessment methods and criteria

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
 - 1 Test in the classroom (20% weighted)
 - 1 or more group or individual work (30% weighted)
 - Participation /attendance (**10%** weighted)
 - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

Language of instruction: portuguese