

# COURSE DETAIL

## PUBLIC RELATIONS PLANNING

**Country**

Spain

**Host Institution**

University of Alicante

**Program(s)**

University of Alicante

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

113

**UCEAP Course Suffix****UCEAP Official Title**

PUBLIC RELATIONS PLANNING

**UCEAP Transcript Title**

PUBLIC RELATIONS

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

The course provides both a theoretical foundation and practical tools for designing and implementing strategic public relations programs in public and private organizations. It examines the full process of planning persuasive communication, from research and audience analysis to strategic goal-setting, tactic selection, implementation, resource allocation, and evaluation. This course explores key phases of public relations planning—starting from professional frameworks and industry associations, and moving through the planning stages including stakeholder mapping, strategic message design, tactic development, and performance assessment.

## Language(s) of Instruction

Spanish

## Host Institution Course Number

22521

## Host Institution Course Title

PLANIFICACIÓN DE LAS RELACIONES PÚBLICAS

## Host Institution Course Details

<https://cvnet.cpd.ua.es/Guia-Docente/GuiaDocente/Index?wlengua=es&wcodasi=22521...>

## Host Institution Campus

San Vicente del Raspeig

## Host Institution Faculty

Faculty of Economics and Business Sciences

## Host Institution Degree

Degree in Advertising and Public Relations

## Host Institution Department

Department of Communication and Social Psychology

**Course Last Reviewed**

2025-2026

[Print](#)