

# PUBLIC RELATIONS

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**Admission exams:** Philosophy (06) or History (11) or English (13) or Portuguese (18)

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With highly qualified Academic staff, the Bachelor's degree in Public Relations is unique in Portugal and focuses on training competent, versatile professionals who can meet the growing needs of the labour market. The course has been adapted to these needs by including different course units (particularly in the area of event planning and designing cultural and artistic projects) and thanks to the opportunity, guaranteed by ISMAI, for students to carry out a work placement in their area of interest.

On the course, students can also become part of a protocol group that supports initiatives at ISMAI and outside it, making use of a range of partnerships and protocols concluded with different types of organisations.

## Professional opportunities

The cross-cutting nature of the functions that are performed by public relations professionals, and the diversity of skills acquired throughout their training, mean that graduates' profiles are suitable for a variety of professional opportunities.

Consequently, Public Relations therefore have skills that allow them to perform functions as:

- Event planners and promoters;
- Specialists in protocol and advisers;
- Company and institutional communications managers and directors in any kind of organisation.

## What makes this course different?

As well as its high rate of employability, the Bachelor's degree in Public Relations stands out thanks to the range of skills acquired by students in terms of knowledge: technical knowledge, expertise, soft skills and attitudes to adopt in each situation. Public relations professionals are strategic resources for organisations and they bring together theory and practice.

That is exactly what this course gives them: a multidisciplinary view combined with the ability to manage crisis situations while valuing integrity, leadership spirit, teamwork and competence (in line with the labour market's expectations). At the same time, by allowing students to participate and become personally involved in a series of initiatives (particularly event planning and protocol), it allows them to gradually enhance their knowledge while complementing it with a more practical understanding of that knowledge.

## Internationalisation

Students may apply for periods of mobility for studies in around 150 higher education institutions of more than 30 countries, as well for international internships, with possibility of financial support.

## YEAR 1

### SEMESTER 1 • 30 ECTS

- 5 Foreign Language I
- 5 Introduction to IT
- 5 Public Relations I
- 5 Linguistic Studies I
- 5 Business Organisation and Management
- 5 Introduction to Social Sciences

### SEMESTER 2 • 30 ECTS

- 5 Foreign Language II
  - 5 Social Research Methods and Techniques
  - 5 Public Relations II
  - 5 Linguistic Studies II
  - 5 Introduction to Psychology
  - 5 Introduction to Economics
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## YEAR 2

### SEMESTER 1 • 30 ECTS

- 5 Foreign Language III
- 5 Marketing and Advertising I
- 5 Literature Studies I
- 5 Applied Statistics I
- 5 Public Relations and Protocol Techniques
- 5 Communication Law

### SEMESTER 2 • 30 ECTS

- 5 Foreign Language IV
  - 5 Organising and Managing Events
  - 5 Literature Studies II
  - 5 Applied Statistics II
  - 5 Ethics of Public Relations
  - 5 Europe and the International Community
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## YEAR 3

### SEMESTER 1 • 30 ECTS

- 5 Social Psychology I
- 5 Communication Theory
- 5 Crisis Public Relations/Lobbying
- 5 History of Communication
- 5 Marketing and Advertising II
- 5 Public Relations Laboratory

### SEMESTER 2 • 30 ECTS

- 5 Social Psychology II
- 5 Design of Art and Culture Projects
- 5 Communication Practices
- 5 Contemporary Political Doctrines and Communication
- 5 Systems Analysis and Communication Effectiveness
- 5 Work Placement