

POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.012.03
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<i>Course</i>	Communication and Public Relations					
<i>Subject</i>	Public Relations and Protocol					
<i>Academic year</i>	2023/2024	<i>Curricular year</i>	3rd	<i>Study period</i>	1st semester	
<i>Type of subject</i>	Compulsory	<i>Student workload (H)</i>	Total: 135	Contact: 52,5	<i>ECTS</i>	5
<i>Professor(s)</i>	Guilherme Francisco Rosa Monteiro					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>		Joaquim Manuel Fernandes Brigas				

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

1. Understand why Public Relations professionals should master communication and protocol techniques.
2. Define protocol and understand its origins.
3. Know and apply protocol rules in the workplace.
4. Know and apply the official protocol rules.

2. PROGRAMME

1. Protocol

- 1.1. Definition and criteria
- 1.2. Framework in the Public Relations activity

2. Workplace Protocol

- 2.1. Behavior in professional situations
- 2.2. Meetings
- 2.3. Business letters

3. Official Protocol

- 3.1. Sovereign Bodies
- 3.2. The Anthem
- 3.3. The Flags
- 3.4. The Precedences
- 3.5. Portuguese Honorary Orders

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The Protocol, as an integral part of the Public Relations policy, is essential for Communication professionals. This UC addresses the 2 most important types of Protocol for the activity of Public

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Relations: the Protocol in the Workplace and the Official Protocol. Students will be able to understand the dynamics of meetings and professional behaviors as well as create documents. In the case of the Official Protocol, the UC provides content regarding the placement of flags, precedence and knowledge of the Portuguese sovereign bodies. Public Relations is responsible, in many organizations, for the protocol function that includes all these elements.

4. MAIN BIBLIOGRAPHY

Mandatory

Constituição da República Portuguesa:

<https://www.parlamento.pt/Legislacao/PAGINAS/CONSTITUICAOREPUBLICAPORTUGUESA.ASPX>

Gião, A. [1996] *Etiqueta e Protocolo*, Lisboa: Edições 70

Lei das Precedências:

https://www.parlamento.pt/Legislacao/Documents/Legislacao_Anotada/LeiPrecedenciasProtocoloEstadoPortugues_Simples.pdf

Presidência da República Portuguesa:

<http://www.presidencia.pt/>

Serrano, J. [2011] *Livro do Protocolo*, Lisboa: Esfera dos Livros.

Recommended

Ramos, F. [2007] *Estratégias e Protocolo para a Comunicação Corporativa*, Lisboa: Media XXI.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Exposition classes, individual and group research, debate, case study.

Evaluation:

Test: 50%, Assignment: 30%, Class participation/commitment: 20%

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

Assessment in various formats can fully demonstrate how students understand and apply the knowledge taught. Thus, we divided the evaluation into written test, one assignment and the relevance of participation in classes, which seems to us to be an element of continuous and reliable evaluation of great importance in the student's conduct. The classes seek to establish a close contact with reality, fostering the spirit of discussion and debate of ideas. We believe that this method is useful for involving students, fostering their analytical and critical spirit.

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7. ATTENDANCE

In relation to the attendance regime, 2/3 attendance in classes is mandatory, so that students can be assessed continuously, according to the regulations in force at the School.

All those who do not meet this criterion will be subjected to exam periods.

8. CONTACTS AND OFFICE HOURS

E-mail: gr.monteiro@ipg.pt

Attendance office: no. 1.10

Office hours: Tuesday, from 4:30 pm to 5:30 pm, and, thursday, from 2:30 pm to 5:30 pm

DATE

30 de outubro de 2023

SIGNATURES

Area/Group Coordinator

(Coordinator Professor Joaquim Manuel Fernandes Brigas)

Professor

(Adjunct Professor Guilherme Francisco Rosa Monteiro)