UNIVERSIDAD AUTÓNOMA E COAHUILA **Business Plan Target** 9513 **PROMOTION PROMOTION 54%** PROMOTION 45% **12**% S (35) (35) (36) (37) (37) 9513 **PROMOTION 2** TITLE & DESCRIPTION **51%** 2020 INVESTMENT 34% 62% OPPORTUNITY COST VENTURE CUPYTRI PUBLICIRE ALLON

UNIT II

Introduction Unit II

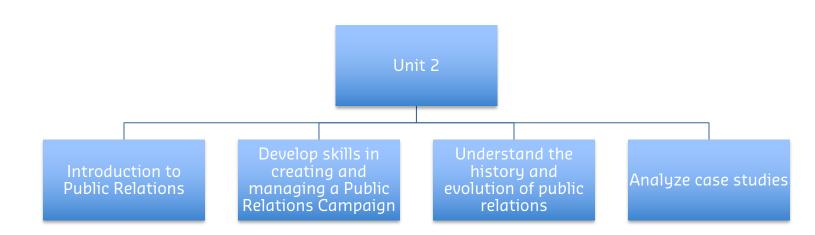
INTRODUCTION TO UNIT II

This course will provide an overview of the field of public relations and its role in modern society. Students will learn about the history and evolution of public relations as a profession, the principles and practices of effective public relations, and the ethical considerations involved in public relations campaigns.

OBJECTIVE

To understand the role of public relations in today's society and its impact on different stakeholders.

CONTENT MAP



Introduction Unit II

UNIT EVALUATION

EVALUACIÓN	PUNTOS
Activity 1. Crisis Communication	7
Activity 2. Social Media Campaign #Yoxmexico	7
Unit Evaluation	6
Total	20

UNIT ACTIVITIES

TOPIC	ACTIVITY
Crisis Management	Activity 1. Tylenol
Social Media	Activity 2. Social Media Campaign #Yoxmexico