

TEACHING GUIDE INSTITUTIONAL PROTOCOL

GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y COMUNICACIÓN CORPORATIVA (INGLÉS)

ACADEMIC YEAR 2024-25

Date: 30-06-2024



 **Q2803011B UNIVERSIDAD REY JUAN CARLOS**
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I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	1 course, 1Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>The institutional protocol is the set of uses, customs and completely regulated norms, necessary for the realization of acts and ceremonies of the political-administrative institutions. Its role is crucial, since it not only affects the correct functioning of the institutions, but also helps to reinforce the image that a country project abroad.</p> <p>For this, it is essential to obtain transversal training, which implies the acquisition of knowledge about symbols, precedences, treatments and honors, cultural traditions and histories, cultural elements, organization of the political structure of the State and the international sphere, etc. Elements that will be key when coordinating official acts that every expert in Protocol should know. Due to the plurality of institutions, throughout the subject both a general vision of the protocol and its application in certain areas will be studied, such as the Head of the Spanish State and the Royal Household, the three powers of the State, from a national perspective, and to a lesser extent regional and local, the diplomatic sphere or more specific types of protocol, such as the military or ecclesiastical. In this way, far from seeing the protocol as a static tool, it is presented with a great capacity for adaptation and specific attention to the particularities of the events and acts for which it is used.</p> <p>In addition to a broad theoretical content, the course aims to promote critical, analytical and interpretative capacity, providing knowledge of research techniques and work procedures necessary to know the ceremonial and protocol applied to the organization of events. Thus, the student body will be able to build, plan and evaluate their own actions and speeches as future Protocol professionals. The active methodology followed in the subject will contribute to creating learning environments that respond to academic, personal and professional needs.</p> <p>Last but not least, it is worth emphasizing that this subject relies on education as a key tool to generate egalitarian and inclusive principles and references. That is why the commitment to contribute to generating a fair framework of representations is acquired in which all people, in their vast diversity, are visible, in which women and girls are not objectified or sexualized, in which represent different forms of masculinity, the recognition of diversity and the crucial problems facing our society due to gender discrimination, such as structural violence against women and other groups, are not excluded. For this reason, the program of the subject and its teaching staff are committed against any type of inequality and injustice. Thus, the subject will promote reflection on the forms of discrimination, violence, invisibility and injustice, following the sustainable development goals (SDG) of the 2030 Agenda. Specifically, SDG 4, referring to Quality Education; SDG 5, related to Gender Equality; SDG 10, on the reduction of inequalities; SDG 16, for the achievement of peace, justice and solid institutions; and SDG 17, on partnerships to achieve the goals. Education is the key to raising awareness and achieving these objectives and this is how it will try to show itself in the subject.</p>

III.-Competences
Generic competences



CG2. Ability to apply knowledge to practice
CG5. Development of autonomous learning in the field of study
CG6. Planning and organisation skills
CG10. Decision-making and problem-solving skills
CG14. Critical-thinking and self-criticism skills
CG15. Ability to coordinate, manage and motivate work teams in order to gain benefits and achieve results for other people
CG16. Leadership, with a conscious and ongoing commitment to respond constructively to challenges, contributing towards their resolution with experience, knowledge and action
CG17. Adequate knowledge of administrations, companies, institutions, government agencies and organisations in general, of the regulations and necessary procedures to carry out work and activities within the scope of protocol and official ceremonies

Specific competences

CE1. Knowledge, implementation and use of techniques specific to protocol for all types of functions, and of the staging of institutional and business ceremonies, on a national and international level
CE2. Knowledge of institutional and business protocol techniques, of the rules and practices, of the procedural strategies for the organisation of all types of functions, ceremonies and events
CE3. Knowledge of the cultural and intercultural environment for the development of any protocol activity or event
CE6. Planning, structure and management of a protocol department for the organisation of ceremonies and all types of functions and events
CE8. Knowledge of team synergies and coordination between the different areas involved in the organisation of an event
CE11. Knowledge of the professional and business environment related to the practice of the profession
CE27. Knowledge of diplomatic usage. How to manage and apply intercultural aspects to the organisation of an event and its communication
CE31. Principles of ethics and social responsibility. Management and implementation of these principles in business and institutional organisations



IV.-Contents

IV.A.-Syllabus

Topic 1. Introduction to Protocol. Concepts, norms, history and basic questions.
 Topic 2. Symbolology and vexillology of the institutions of the Spanish State.
 Topic 3. Protocol and ceremonial of the Spanish Crown.
 Topic 4. Legal and constitutional structure of the State, and official protocol of the executive, legislative and legal powers. Legislation, protocol and ceremonial.
 Topic 5. Diplomatic and international protocol: credential letters, Visits of State and international meetings
 Topic 6. Other institutional protocol: Army, Church, Autonomous Communities

IV.B.-Training activities

Type	Title
Practical / resolution of exercises	Exam about the contents of the subject
Others	It will be celebrated expositions and debates about the different contents of the subject, as well as the groupal works
Practical / resolution of exercises	Presentation of a group work about the analisis of protocol and ceremonial of one event
Reading	The students have to read some texts which will be given during the first weeks of the class on institutions and their protocol



V.-Student workload		
Lecture classes		35
Practical classes/resolution of exercises, case studies, etc.		20
Practical sessions in technological laboratories, hospitals, etc.		0
Tests		5
Academic tutorials		13
Related activities: conferences, seminars, etc.		35
Preparation of lecture classes		25
Preparation of practices, exercises, cases studies work		27
Test preparation		20
Total student workload		180
VI.-Methodology and academic programme		
Type	Period	Content
Tests	Week 16 to Week 16	Exam on the subject.
Academic Tutorials	Week 1 to Week 16	Tutorials to solve doubts. They can be realized on site (OS), or online (DL)
Master classes	Week 1 to Week 15	The lectures will have a focus on practice and theory to stimulate the active participation of the student. The teacher explains the most important topics, presents practical activities, answers to questions from the students, gives indications on how to find additional information, stimulates open, critical and constructive debate
Reading	Week 1 to Week 15	Readings of texts (documents, articles, news, etc.) provided by the professor
Other activities	Week 2 to Week 15	Debates and oral presentations about the contents of the subject
Group work	Week 1 to Week 14	The students have to develop a team work analysing the protocol and ceremonial of an event.
Work placements	Week 2 to Week 10	The students have to write an essay or commentary of a text on protocol and its role in society

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VII.-Assessment methods

VII.A.-Assessment weighting

Continuous ordinary assessment:

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

Extraordinary assessment: Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

Description of the tests for assessment and their weights.

The evaluation of the subject consists of 4 criteria:

- An exam on theory (40%). The date of the exam will be established by the university. [Possibility of reassessment]
- An individual essay, or text comment, to be delivered through the online platform of the URJC (20%) [Possibility of reassessment]
- Teamwork analysing an international or national event focusing on its protocol, ceremonial, etiquettes, guests, etc., that is, all that is necessary to understand an event (political, diplomatic, cultural, economic, religious): presentation (30%) [Not reassessments possibilities]
- Meaningful participation in class (10%), by debates (OS), or in online forums (CP) [Not reassessments possibilities]

Both the content and the activities to be carried out throughout the course seek to forge critical thinking about the protocol in students, both from a historical and current dimension, following the sustainable teaching model that guides Agenda 2030.

VII.B. Assessment of students with an academic exemption

Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

VII.C. Review of assessment tests

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

VII.D.-Students with a disability or special educational needs

Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

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VII.E.-Academic behaviour, academic integrity and honesty

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed

VII.-Bibliography

Referecence Generic

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- FERNÁNDEZ SOUTO, A. B., *Relaciones públicas en nuestros días. La interacción personal y el protocolo en el ámbito internacional*, Torculo ediciones, 2009.
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- WARNICKE R., "Henry VIII's Greeting of Anne of Cleves and Early Modern Court Protocol", *Albion: A Quarterly Journal Concerned with British Studies*, 28:4 (1996), pp. 565-585
- Manual of protocol of the United Nations,
https://www.un.org/dgacm/sites/www.un.org.dgacm/files/Documents_Protocol/manual_of_protocol_english_original.pdf

Reference literature

IX.-Lecturers/Teachers/Professors

Lecturer/teacher/professor's name	JOSE ELOY HORTAL MUÑOZ
E-mail address	joseeloy.hortal@urjc.es
Department/field	Artes y Humanidades
Category	Catedrático/a de Universidad
Academic qualifications	Doctor
Subject Coordinator	No
Academic tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Nº of Quinquenios	2
Nº of Sexenio	2
Nº period for technology transfer	0
Stretch Docentia	2



Lecturer/teacher/professor's name	FRANK EJBYP OULSEN
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Subject Coordinator	No
Academic tutorial timetable	Para consultar las tutorias póngase en contacto con el/la profesor/a a través de correo electrónico
Nº of Quinquenios	0
Nº of Sexenio	0
Nº period for technology transfer	0
Stretch Docentia	0