

29132 - Communication and Public Relations

Syllabus Information

Academic Year: 2019/20

Subject: 29132 - Communication and Public Relations

Faculty / School: 177 -

Degree: 445 - Degree in Tourism

ECTS: 5.0

Year: 4

Semester: First semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The learning process that is designed for this subject is based on the following:

- It will be combined from day lectures with practical and knowledge and practical tracking and current cases related to Communication and Public Relations.

- The content of the course will contain both online media (mail, Twitter, Facebook, Wordpress, CRM) and traditional communication channels, with special attention skills like public speaking, negotiation, persuasion and non-verbal communication

4.2.Learning tasks

The program is offered to help the alumn to achieve the expected results includes activities such as the creation of a blog.

4.3.Syllabus

- Wordpress
- Twitter
- Facebook
- Public Relations History.
- Communication. A psychological perspective.

4.4.Course planning and calendar

5.4

- Weeks 1 to 6. Lectures
- Weeks 7 to 14. Lectures with greater student participation
- Weeks 15 and 16. General review of the subject.

4.5.Bibliography and recommended resources