

Academic Year/course: 2021/22

## 29132 - Communication and Public Relations

### Syllabus Information

**Academic Year:** 2021/22

**Subject:** 29132 - Comunicación y relaciones públicas

**Faculty / School:** 177 - Escuela Universitaria de Turismo

**Degree:** 445 - Degree in Tourism

**ECTS:** 5.0

**Year:** 4

**Semester:** First semester

**Subject Type:** Optional

**Module:**

### 1. General information

### 2. Learning goals

### 3. Assessment (1st and 2nd call)

### 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.

