

29176 - Event Organization and Protocol

Syllabus Information

Academic year: 2023/24

Subject: 29176 - Event Organization and Protocol

Faculty / School: 177 - Escuela Universitaria de Turismo

Degree: 616 - Degree in Tourism

ECTS: 6.0

Year: 4

Semester: First semester

Subject type: Optional

Module:

1. General information

To provide the student with the basic tools to develop communication strategies for the tourism product-services and more specifically to achieve that the student:

- Learn and internalize the concept of positioning as the starting point of the communication strategy.
- Know and handle basic communication tools.
- Create a positioning communication program combining different tools.
- Observe and practice with Public Relations techniques.

2. Learning results

- Defining the appropriate positioning for specific target audiences
- Design communication mix interrelating communication tools.
- Devise public relations actions for specific cases and diverse audiences

3. Syllabus

- Public relations in tourism. Different audiences and techniques
- Protocol and event organization
- Interpersonal communication tools

4. Academic activities

Attendance to theoretical classes: 30 hours

Attendance to practical classes: 30 hours

Attendance to tutorials: 10 hours

Autonomous work of the students (problems, preparation of cases, etc.): 80 hours

5. Assessment system

Content tes 60%

Student Portfolio/Group Work 40%