

29132 - Communication and Public Relations

Información del Plan Docente

Academic Year	2016/17
Academic center	177 - Escuela Universitaria de Turismo
Degree	445 - Degree in Tourism
ECTS	5.0
Course	4
Period	First semester
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

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

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communication

5.2.Learning activities

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

5.3.Program

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

5.4.Planning and scheduling

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.

5.5.Bibliography and recomended resources

Bibliography: <http://psfunizar7.unizar.es/br13/egAsignaturas.php?codigo=29132&Identificador=14821>