

**Información del Plan Docente**

<b>Academic Year</b>	2017/18
<b>Faculty / School</b>	177 - Escuela Universitaria de Turismo
<b>Degree</b>	445 - Degree in Tourism
<b>ECTS</b>	5.0
<b>Year</b>	4
<b>Semester</b>	First semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

**1.General information****1.1.Introduction****1.2.Recommendations to take this course****1.3.Context and importance of this course in the degree****1.4.Activities and key dates****2.Learning goals****2.1.Learning goals****2.2.Importance of learning goals****3.Aims of the course and competences****3.1.Aims of the course****3.2.Competences****4.Assessment (1st and 2nd call)****4.1.Assessment tasks (description of tasks, marking system and assessment criteria)****5.Methodology, learning tasks, syllabus and resources****5.1.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.

## 29132 - 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

### 5.2.Learning tasks

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

### 5.3.Syllabus

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

### 5.4.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.

### 5.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- No hay relación bibliográfica para esta asignatura