



Year : 2018/19

29132 - Communication and Public Relations

Syllabus Information

Academic Year:	2018/19
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:	---

General information

Aims of the course

Context and importance of this course in the degree

Recommendations to take this course

Learning goals

Competences

Learning goals

Importance of learning goals

Assessment (1st and 2nd call)

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

Methodology, learning tasks, syllabus and resources

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

Learning tasks

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

Syllabus

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

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.

Bibliography and recommended resources