

Advertising and Public Relations

Code: 103737
 ECTS Credits: 6

Degree	Type	Year	Semester
2502904 Hotel Management	OT	4	1

Contact

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Use of Languages

Principal working language: english (eng)
 Some groups entirely in English: Yes
 Some groups entirely in Catalan: No
 Some groups entirely in Spanish: No

Prerequisites

There are no prerequisites

Objectives and Contextualisation

The elective course "Advertising and Public Relations", whose main objective is to introduce students in the general theory of advertising and public relations, the fundamental concepts of the two disciplines, professional practice slope and the specific application to the tourism and hospitality management sectors.

Competences

- Analyse, formulate and introduce the general strategy of an organisation as well as action policies in the different operational areas of the hotel and catering sector.
- Analyse, summarise and evaluate information.
- Be able to search efficiently for the necessary information.
- Define and apply the commercial objectives, strategies and policies in hotel and catering companies.
- Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
- Demonstrate an orientation and culture of customer service.
- Demonstrate knowledge and understanding of and apply standards of quality and sustainability in the process of company management in the hotel and catering sector.
- Demonstrate knowledge of the of the fundamental aspects of the social environment and the main changes, as well as the main tendencies in terms of relations in hotel and catering companies.
- Develop a capacity for independent learning.
- Draw up communication and promotion plans for companies in the hotel and catering sector, especially in the field of online business.
- Identify and apply the elements that govern activity in the hotel and catering sectors, their interaction in the environment and their impact in the different business subsystems in the sector.
- Manage and organise time.
- Manage communication techniques at all levels.
- Manage techniques of internal and corporate communication in hotel and catering companies.
- Plan and manage activities based on quality and sustainability.
- Take decision in situations of uncertainty, solve problems and be able to evaluate and forecast the consequences of them in the short-, medium- and long term, especially the most immediate ones.

- Work in teams.

Learning Outcomes

1. Adapt and apply commercialisation techniques to the different business subsystems in the sector.
2. Adapt and apply commercialisation techniques to the different local and international environments.
3. Analyse and implement a marketing system appropriate to the need of the hotel and catering sector.
4. Analyse, summarise and evaluate information.
5. Apply tools for research and obtaining commercial information in the specific area of the hotel and catering industry.
6. Be able to search efficiently for the necessary information.
7. Be capable of carrying out corrective actions in the commercialisation of the service in accordance with existing relations.
8. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
9. Demonstrate an orientation and culture of customer service.
10. Detect areas for improvement in current commercialisation processes by showing new hotel management techniques, with special emphasis on revenue management (yield), client management and distribution channel management.
11. Develop a capacity for independent learning.
12. Distinguish and identify the different forms and channels of commercialisation in the hotel and catering industry, both on a local and an international scale.
13. Distinguish, identify and apply the concepts of commercialisation in the hotel and catering industry.
14. Identify tools related to communication of strategic action and market on an internal and external level in the specific environment of the hotel and catering industry.
15. Interpret and apply general company or organisation plans and turn them into actions of information and commercialisation.
16. Know how to coordinate operative and strategic commercial objectives and policies.
17. Manage and organise time.
18. Manage communication techniques at all levels.
19. Plan and manage activities based on quality and sustainability.
20. Take decision in situations of uncertainty, solve problems and be able to evaluate and forecast the consequences of them in the short-, medium- and long term, especially the most immediate ones.
21. Understand the relationship between information systems and commercialisation in the hotel sector.
22. Work in teams.

Content

1. Introduction to Advertising and Public Relations. Basic concepts.
2. Consumption, new consumers and new media.
3. Conceptual aspects of Advertising and Public Relations.
4. Consumers and public.
5. The objectives of marketing communication objectives: the advertising campaign.
6. The objectives of marketing communication objectives: public relations campaign.
7. The creativity. Theoretical aspects.
8. The creativity. Ideation techniques.
9. New trends in creativity.
10. Public relations techniques.
11. Advertising and public relations applied to the tourism sector.
12. Destination brands and new communication trends in the field of tourism.

Methodology

The course is based on three complementary methodologies:

- keynote presentations teacher of theoretical subjects,

- commentary and analysis of case studies in class and
- group work.

The main topics of the course will be explained in the classes, where various examples and cases will also be analyzed.

The student, individually, must seek information on any specific issue related to advertising and public relations, an issue that will be discussed at the next class. At the beginning of the next session, the teacher will choose as many students as it sees fit to expose to the class comments.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical lessons	45	1.8	2, 1, 3, 5, 16, 7, 21, 10, 12, 13, 14, 15
Type: Supervised			
Tutories	2	0.08	2, 1, 3, 5, 16, 7, 21, 10, 12, 13, 14, 15
Type: Autonomous			
Case study project	55	2.2	2, 1, 3, 5, 16, 7, 21, 10, 12, 13, 14, 15

Assessment

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	45%	2	0.08	2, 1, 3, 5, 16, 7, 21, 10, 12, 13, 14, 15
Participation in the activity purposed	10%	6	0.24	2, 1, 3, 5, 16, 7, 21, 10, 12, 13, 14, 15
Project	45%	40	1.6	2, 1, 3, 4, 5, 16, 7, 21, 9, 8, 11, 10, 12, 13, 18, 17, 14, 15, 19, 20, 6, 22

Bibliography

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Moilanen, Teemu and Rainisto, Seppo (2009): How to build brand nations, cities and destinations. Planning a book mark the site. London: Palgrave Macmillan.

Morgan, Nigel Pritchard, Annette and pride, Roger (2005): Destination Branding: Creating the unique destination proposition. Oxford: Elsevier.

Romero, M^a Victoria (coord.) (2005): advertising language. Madrid: Ariel.

Romo, Manuela (1997): Psychology of creativity. Barcelona: Paidos.

San Eugenio, Jordi (ed.) (2011): Manual Communication tour. Barcelona: Documenta Universitaria.

Tellis, Gerard J. and Redondo, Ignacio (2002): advertising and promotion strategies. Madrid: Addison Wesley.

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Wilcox, Dennis L., Cameron, Glen T. and Xifra, Jordi (2006): Public Relations. Strategies and tactics. Madrid: Pearson Addison Wesley.

Software

Microsoft Teams