UAB
Universitat Autònoma de Barcelona

2023/2024

Advertising and Public Relations

Code: 101227
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	0

Contact

Name: Xavier Carmaniu Mainadé

Email: xavier.carmaniu@uab.cat

Teaching groups languages

To check the language/s of instruction, you must click on "Methodolody" section of the course guide.

Teachers

Raquel Herrera Ferrer

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

- Apply the concepts related to tourism products and businesses (economy and finance, human resources, commercial policy, markets, operations and strategy) in the different parts of the sector.
- Develop a capacity for independent learning.
- Display a customer service orientation.
- Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
- Implement business communication techniques used by tourism organisations: internal, external and corporate.
- Innovate in tourism: both in planning and commercialisation and in the management of organisations.
- Manage the concepts, instruments and functions related to the planning and commercialisation of tourist destinations, resources and spaces.

- Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
- Use communication techniques at all levels.

Learning Outcomes

1. Apply the concepts related to the commercial management of products, businesses and destinations in the different parts of the tourism sector.
2. Develop a capacity for independent learning.
3. Display a customer service orientation.
4. Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
5. Identify the instruments related to the commercialisation and promotion of products, businesses and regions.
6. Innovate in the commercialisation and promotion of the different sub-sectors of tourism organisations.
7. Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
8. Use communication techniques at all levels.
9. Use the country's native languages to communicate in the tourism business.

Content

1. Introduction: basic concepts of advertising and public relations in the tourism sector and related conceptual aspects (professions, industry and legal elements)
2. Marketing communication objectives: the advertising campaign, the public relations campaign, the related targets
3. Creativy in advertising and public relations: theoretical and ideation aspects
4. From media to new media in advertising and public relations

Methodology

This subject is taught in English in the Tourism Degree and in English in the Tourism Degree in English

The subject will be based on three complementary methodologies:

Teacher's expositions, commentary and analysis of case studies in class and group work.
The main topics of the subject will be explained in the classroom, where examples and different cases will also be analyzed.

The student, individually, must look for information about a specific issue related to publicity and public relations, which will be debated in the following class. At the beginning of the following session, the professor will choose as many students as he thinks fit to expose his comments to the class.

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			
Theorical lessons	45	1.8	5, 6, 9
Type: Supervised			
Tutories	2	0.08	5, 6, 9
Type: Autonomous			
Elaboration of the project	55	2.2	5, 9

Assessment

The continuous assessment consists of the preparation of an assignment and a complementary written test

The single assessment consists of a final exam where the entire syllabus of the subject is fully covered.

The recovery will be an exam similar to the single assessment exam, only accessible to students who have obtained between 3.5 and 4.9.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	45%	2	0.08	5, 6, 9
Participation in the activity purposed	10%	6	0.24	5, 6, 9
Project	45%	40	1.6	1, 2, 5, 6, 8, 7, 3, 4, 9

Bibliography

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Fernández Cavia, Joseph and Huertas, Asunción (2009): Writing in Public Relations. Madrid: Pearson Prentice Hall.

Govers, Robert and Go, Frank (2009): Place Branding. glocal, virtual and physical identities constructed, imagined and experienced. London: Palgrave Macmillan.

Blacksmiths, Mario (2000): The Publicitat: Fonaments of Advertising Communication. Barcelona: Porch.

Jimenez, Monika (2007): Manual Gestió d'esdeveniments: The CONSTRUCCIO of brand image. Vic: Eumo.

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, Mª 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.

Victoria, Juan Salvador (coord.) (2005): Restructuring of the advertising system. Barcelona: Ariel.

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

Software

Microsoft Teams