

Degree programme	Type	Course
Hotel Management	OP	4

Contact lecturer

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Prerequisites

There are no prerequisites

Group languages

You can consult this information at the [end](#) of the document.

Objectives

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.

Learning outcomes

1. Develop a capacity for independent learning.
2. Manage communication techniques at all levels.
3. Manage and organise time.
4. Work in teams.
5. Plan and manage activities based on quality and sustainability.
6. Be able to search efficiently for the necessary information.
7. Analyse, summarise and evaluate information.
8. Distinguish, identify and apply the concepts of commercialisation in the hotel and catering industry.
9. Distinguish and identify the different forms and channels of commercialisation in the hotel and catering industry, both on a local and an international scale.
10. Interpret and apply general company or organisation plans and turn them into actions of information and commercialisation.
11. Know how to coordinate operative and strategic commercial objectives and policies.
12. Understand the relationship between information systems and commercialisation in the hotel sector.
13. Be capable of carrying out corrective actions in the commercialisation of the service in accordance with existing relations.
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. Apply tools for research and obtaining commercial information in the specific area of the hotel and catering industry.
16. Analyse and implement a marketing system appropriate to the need of the hotel and catering sector.
17. 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.
18. Adapt and apply commercialisation techniques to the different business subsystems in the sector.

19. Adapt and apply commercialisation techniques to the different local and international environments.
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. Demonstrate an orientation and culture of customer service.
22. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.

Contents

2. Introduction to Advertising and Public Relations. Basic concepts.
4. Consumption, new consumers and new media.
6. Conceptual aspects of Advertising and Public Relations.
8. Consumers and public.
10. The objectives of marketing communication objectives: the advertising campaign.
12. The objectives of marketing communication objectives: public relations campaign.
14. The creativity. Theoretical aspects.
16. The creativity. Ideation techniques.
18. New trends in creativity.
20. Public relations techniques.
22. Advertising and public relations applied to the tourism sector.
24. Destination brands and new communication trends in the field of tourism.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Case study project	55	2.2	8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19
Theoretical lessons	45	1.8	8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19
Tutorials	2	0.08	8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19

This subject is taught in English

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.

Assessment

Continuous assessment activities

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

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

Use of artificial intelligence (AI). Level: restricted use.

It is permitted only for support tasks (literature review, proofreading, or translation), at the instructor's discretion. Students must clearly identify the sections generated by AI, specify the tools used, and include a critical reflection on how these tools have influenced the process and the final result. A lack of transparency regarding the use of AI will result in a grade of zero for the assignment.

Irregularities in Assessment Activities

Any irregularity committed during an assessment activity (academic fraud, plagiarism, or improper use of AI) will result in a grade of 0 for that assessment activity. If passing the course requires obtaining a minimum grade in that assessment activity, or if multiple irregularities occur in the assessment activities of the same course, the final grade for the course will be 0. In addition, disciplinary proceedings may be initiated against any student who commits any of these irregularities.

The grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities and/or does not attend the final exam.

Bibliography

Castellblanque, Mariano R. (2006): Professional Profiles Advertising and Related Fields. Barcelona: Editorial UOC.

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Hall.

Govers, Robert and Go, Frank (2009): Place Branding. global, 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, M^a Victoria (coord.) (2005): advertising language. Madrid: Ariel.

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

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

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	1	English	first semester	morning-mixed