

Code - Course	064436 – Customer Relationship Management and Public Relations		
Thematic Area	Hotel marketing management	Year	Third / Fourth
Course Type	Optional (hotel management specialization)	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

BRIEF COURSE DESCRIPTION

The role of the public relations manager is essential in any company who features improvement of communication and promotion of brand image among their main objectives. The right management of public relations in combination with the knowledge of communication and management basic tools greatly contribute to customer satisfaction.

The offer of quality services in the field of tourism and specifically in the hospitality sector has become one of the major resources for companies who want to stay ahead of the competition. In particular, customer care and service is regarded both as a key factor to enhance service quality and as a basic tool to build and strengthen relationships with guests. Public relations help companies in the sector attract customers; create expectations about the tourism product and service and improve the company's image in the market.

Along the subject, the two disciplines are taught in a converging way in order to train students in the strategic management of corporate and institutional messages in accordance with the audience and context, adjusting them to each situation.

The course program has been designed to provide the students with the theoretical knowledge and specific techniques that will enable them to exert the functions of a public relations and / or customer service manager.

The contents of *Customer relationship and public relations management* respond to the objective of giving the students the knowledge related to customer care and public relations management at hotel establishments from a comprehensive customer orientation approach and service quality management.

GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.

SPECIFIC SKILLS

SS09- Understand and use information technology and information management systems in tourism

SS17- Understand and implement quality standards in the processes of tourism service

ACADEMIC CONTENTS

1. Fundamentals, origin and evolution of public relations.
2. Typology and organization of public relations area in a hotel establishment.
3. Communication management.
4. Quality and service in hotel establishments.
5. Social skills in service delivery.
6. Customer care.
7. Customer loyalty programs.
8. Benchmark studies.

LEARNING METHODOLOGY

The teaching-learning methodology applied to this subject combines a number of key elements, which in a complementary way, help students achieve the skills and competencies specified above.

Listed below are the tools and elements used in a general way for the subject. However, this proposal does not exclude the use of other methodologies that may be considered necessary as well.

- Lectures
- Explanatory lessons
- Practical exercises
- Readings
- Field trips/ professional visits
- Guided discussion

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Projects delivered by the student	15 %	40 %
Participation in class and virtual campus debates	15 %	---
Resolution of practical exercises	20 %	---
Attendance and participation in external activities	10 %	---
Individual Written Final Exam	40 %	60 %

Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

Los eventos: funciones y tendencias • Autor: Varios • Editorial: Instituto de Estudios de Ocio. Universidad de Deusto • Año de Publicación: 2010 • Idioma: Castellano • Enlace: Unión de Editoriales Universitarias Españolas

La creatividad en eventos • Autor: Amparo Barriga Hidalgo • Editorial: Protocolo • Año de Publicación: 2010 • Idioma: Castellano • Enlace: Ediciones Protocolo

Manual de gestió d'esdeveniments • Autor: Mònika Jiménez Morales • Editorial: Eumo Editorial • Año de Publicación: 2007 • Idioma: Catalán • Enlace: Casa del Libro

Special events . • Autor: Joe Goldblatt • Editorial: Wiley • Año de Publicación: 2002 • Idioma: Inglés • Enlace: Amazon

MPI's Planning Guide: A Source for Meetings and Conventions • Editorial: MPI • Idioma: Inglés • Enlace: MPI