

Teaching guide for the course "Advertising and Public Relations"

1. IDENTIFICATION

- ✓ **Subject Name: Advertising and Public Relations**
- ✓ **Code: 103737**
- ✓ **Degree: Hotel Management**
- ✓ **Academic year: 2018-2019**
- ✓ **Type of subject: Optional**
- ✓ **ECTS (hours): 6 (150)**
- ✓ **Teaching period: 4th year - 2nd semester**
- ✓ **English language**
- ✓ **Teacher: Xavier Carmaniu Mainade**
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2. PRESENTATION

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.

3. EDUCATIONAL OBJECTIVES

At the end of the course the student should be able to:

1. Knowing the basics of advertising and public relations.
2. Understand advertising and public relations as communication processes in the economic and social contexts.
3. Analyze the concepts of consumer, target public and the main characteristics, types and targeting criteria and study.
4. Know, understand and appreciate the various stages of planning and development of an advertising campaign and a public relations program.
5. Knowing the basic concepts related to creativity.

6. Use the main techniques for generating ideas.
7. Apply creativity and ideation techniques to processes of an advertising campaign or a public relations program.
8. Understand the specific needs of various media such as media advertising communication features.
9. Identify and use the basic techniques of public relations.
10. Identify the main actors, their roles and characteristics, the structure of advertising: advertising agency, media agency, advertising, media, administration, self-regulatory institutions, professional associations.
11. Identify the main actors, their roles and characteristics, the structure of public relations activity: organization, company or department communications or public relations, media, administration, public.
12. Know the basic professional profiles of advertising and public relations: editor, art director, creative director, planner, account manager, media planner, technician public relations, communications director, strategic consultant.
13. Know the basic regulations affecting the activities of advertising and public relations as well as the main self-regulatory mechanisms and codes of conduct.
14. Implement the strategies and techniques of advertising and public relations in promoting communication destinations and tourism and hospitality products and services.
15. The latest trends using the Web as a channel to promote tourism and hospitality brands.

4. SKILLS AND LEARNING OUTCOMES

SPECIFIC COMPETENCES

CE7. Identify and implement the elements governing the activity of the sectors of hotels and restaurants, its interaction with the environment and their impact with different business subsystems sector.

CE7.2. Distinguish, identify and apply the concepts of marketing in the hotel industry and catering.

CE7.3. Distinguish and identify different forms and marketing channels in the hotel industry and catering, both locally and internationally.

CE12. Define and implement the objectives, strategies and commercial businesses hotel and catering policies.

CE12.1. Interpret and apply the general plans of the company or entity and specify them in information and marketing actions

CE12.2. Ability to coordinate strategic and operational commercial objectives and policies.

CE13. Show that you understand the relationship and impact of information systems in the business management processes of the hospitality and restaurant sector.

CE13.1 know the relationship between the information system and marketing in the hotel industry.

CE13.2 Ability to develop corrective action marketing service based on existing relationships.

CE15. Techniques to manage internal, external and corporate communication companies and catering.

CE15.6. Identify tools related to strategic communication and marketing actions both internally and externally in the specific environment of the hotel industry and catering.

CE15.7. Apply search tools and obtaining business information in the specific environment of the hotel industry and catering.

CE20. Analyze, formulate and implement the overall strategy of an organization and action policies of the different functional areas of the hospitality and catering sector.

CE20.3. Analyze and implement marketing system suitable to the needs of the hospitality and catering sector.

CE21. Demonstrate knowledge of the fundamental aspects of the social environment and its major transformations and apply the main trends as regards relations with hotel and catering companies.

CE21.1. Identify areas for improvement in the current marketing processes by teaching new techniques Hotels Commercial Management. With particular emphasis on "Revenue Management" (field - Management Fee), Customer Management and Distribution Channels.

CE32. Develop marketing plans and promotion of companies in the sectors of hotels and restaurants, especially in the field of online marketing.

CE32.1. Adapt and apply marketing techniques on various business subsystems sector.

CE32.2 Adapt and apply marketing techniques to the different local and international environments.

TRANSVERSAL COMPETENCES

CT1. Develop a capacity to learn autonomously.

CT4. Handle communication skills at all levels.

CT5. Make decisions under uncertainty and be able to assess and foresee the consequences of these decisions in the short, medium and long term.

CT6. Being able to search for relevant information efficiently.

CT 11. manage and organize time

CT12. Teamwork.

CT13. Plan and manage activities on quality and sustainability.

CT14. Demonstrate orientation and customer service culture.

CT15. Show business vision, capture customer needs and advance to possible changes in the environment.

CT16. Analyze, synthesize and evaluate information.

5. TOPICS AND CONTENTS

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.

6. BIBLIOGRAPHY

Castellblanque, Mariano R. (2006): Perfiles profesionales de publicidad y ámbitos afines. Barcelona: Editorial UOC.

Fernández Cavia, José y Huertas, Asunción (2009): Redacción en relaciones públicas. Madrid: Pearson Prentice Hall.

Govers, Robert y Go, Frank (2009): Place Branding. Global, Virtual and Physical Identities, Constructed, Imagined and Experienced. London: Palgrave Macmillan.

Herreros, Mario (2000): La Publicitat : fonaments de la comunicació publicitària. Barcelona: Pòrtic.

Jiménez, Mònika (2007): Manual de gestió d'esdeveniments: la construcció de la imatge de marca. Vic: Eumo.

Moilanen, Teemu y Rainisto, Seppo (2009): How to build brand nations, cities and destinations. A planning book for place branding. London: Palgrave Macmillan.

Morgan, Nigel, Pritchard, Annette y Pride, Roger (2005): Destination Branding: Creating the Unique Destination Proposition. Oxford: Elsevier.

Romero, M^a Victoria (coord.) (2005): Lenguaje publicitario. Madrid: Ariel.

Romo, Manuela (1997): Psicología de la creatividad. Barcelona: Paidós.

San Eugenio, Jordi de (ed.) (2011): Manual de comunicación turística. Barcelona: Documenta Universitaria.

Tellis, Gerard J. y Redondo, Ignacio (2002): Estrategias de publicidad y promoción. Madrid: Addison Wesley.

Victoria, Juan Salvador (coord.) (2005): Reestructuras del sistema publicitario. Barcelona: Ariel.

Wilcox, Dennis L., Cameron, Glen T. y Xifra, Jordi (2006): Relaciones Públicas. Estrategias y tácticas. Madrid: Pearson Addison Wesley.

7. TEACHING 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.

TRAINING ACTIVITIES

Title	Hours	ECTS	LEARNING OUTCOMES
Type: Directed			
Lectures	45	1.8	CE 7.2, CE 7.3, CE 12.1, CE 12.2, CE 13.1, CE 13.2, CE 15.6, CE 15.7, CE 20.3, CE 21.1, CE 32.1, CE 32.2
Type: Supervised			
Tutorships	55	2	CE 7.2, CE 7.3, CE 12.1, CE 12.2, CE 13.1, CE 13.2, CE 15.6, CE 15.7, CE 20.3, CE 21.1, CE 32.1, CE 32.2
Type: Autonomous			
Performance of work	55	2.2	CE 7.2, CE 7.3, CE 12.1, CE 12.2, CE 13.1, CE 13.2, CE 15.6, CE 15.7, CE 20.3, CE 21.1, CE 32.1, CE 32.2

8. ASSESSMENT SYSTEM

Title	Weight	Hours	ECTS	LEARNING OUTCOMES
Theoric exam	45%	2	0.08	CE 7.2, CE 7.3, CE 12.1, CE 12.2, CE 13.1, CE 13.2, CE 15.6, CE 15.7, CE 20.3, CE 21.1, CE 32.1, CE 32.2
Practical work	45%	40	1.6	CE 7.2, CE 7.3, CE 12.1, CE 12.2, CE 13.1, CE 13.2, CE 15.6, CE 15.7, CE 20.3, CE 21.1, CE 32.1, CE 32.2
Participatory activity	10%	6	0.24	CE 7.2, CE 7.3, CE 12.1, CE 12.2, CE 13.1, CE 13.2, CE 15.6, CE 15.7, CE 20.3, CE 21.1, CE 32.1, CE 32.2

9. PLANNING

WEEK	THEME	METHOD	HOURS
1	Introduction to Advertising and Public Relations. Basic concepts.	Masterly	3
		autonomous activity	1
2	Consumption, new consumers and new media.	Masterly	3
		autonomous activity	1
3	conceptual aspects of Advertising and Public Relations.	Masterly	3
		autonomous activity	1
4	Consumers and public.	Masterly	3
		autonomous activity	1
5	The objectives of marketing communication objectives: the advertising campaign.	Masterly	3
		autonomous activity	1

6	The objectives of marketing communication objectives: public relations campaign.	Masterly	3
		autonomous activity	1
7	The creativity. Theoretical aspects.	Masterly	3
		autonomous activity	1
8	The creativity. Ideation techniques.	Masterly	3
		autonomous activity	1
9	New trends in creativity.	Masterly	3
		autonomous activity	1
10	Public relations techniques.	Masterly	3
		autonomous activity	1
11	Advertising and public relations applied to the tourism sector.	Masterly	3
		autonomous activity	1
12	Destination brands and new communication trends in the field of tourism.	Masterly	3
			1
13	Marqués de destinació trends l'Noves of Communication in Digital fee	Masterly	3
		autonomous activity	1

10. ENTREPRENEURSHIP AND INNOVATION

In the case of this subject, aspects of entrepreneurship and innovation are not too prominent, being an elective, but it is important to know, analyze and be able to think communication alternatives for destinations and tourism businesses outside the mass communication channels.