



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064436 – Customer Relationship Management and Public Relations		
Year	4 ^º	Credits	3 cr ECTS
In-class hours	30 hours	Hours of individual work	45 hours
Thematic Area	Marketing and Commercialization	Course Type	Optional Subject

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.



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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

LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.



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