



Code - Course	721109 – Public relations and marketing communication				
Type	Basic training			Year	1 st
Thematic Area	Company fundamentals			Credits	6 ECTS
Professor in charge of the course					
In-class	60 hours	Teacher-led	40 hours	Individual	50 hours

BRIEF COURSE DESCRIPTION

This course provides students with a comprehensive understanding of the principles and practices of marketing communication and public relations, essential for the success and competitiveness of hospitality organizations. In today's dynamic environment, effective communication and public relations strategies are crucial for building brand reputation, engaging with stakeholders, and driving business growth. Students will explore a range of topics, from the basics of communication planning and the use of various communication channels, to developing effective public relations strategies.

The course is divided into two main parts.

Part I: **Marketing Communication** covers the foundations of creating a communication plan. It includes understanding of the differences between internal and external communication, crafting appropriate messages for each, and utilizing both offline and online communication channels. Students will learn how to develop a comprehensive action plan, allocate budgets, and measure expected results.

Part II: **Public Relations** focuses on the concept of PR as a strategic communication process to build mutually beneficial relationships with the organization's publics. It includes an understanding of the importance of strategic public relations activity within an overall marketing strategy. Students will learn how the Public Relations function is managed within hotels and in collaboration with external agencies including media relations and reputation management. This section highlights the critical functions of public relations in maintaining a positive public image and effectively communicating with various audiences.

By the end of this course, students will be equipped with the skills to develop and implement effective marketing communication and public relations strategies tailored to the dynamic and global nature of the hospitality industry.

LEARNING OUTCOMES

The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M02H1- Demonstrate advanced business communication skills, including writing effective reports and presentations



Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC07, TH10, TH11, TS07*. They are all available for consultation [in this link](#).

ACADEMIC CONTENTS

PART I: MARKETING COMMUNICATION

Unit 1: Base for the communication plan

1.1 Internal and external analysis

1.2 SMART objectives

1.3 Target market and buyer persona

Unit 2: Internal vs. external communication and message

2.1 Differences between internal and external communication

2.2 Message applied to both types of communication

Unit 3: Communication channels

3.1 Offline communication channels

3.2 Online communication channels

Unit 4: Action plan

Unit 5: Budget

Unit 6: Expected results

PART II: PUBLIC RELATIONS

Unit 1: Understanding PR

1.1 Public Relations Concepts

1.2 Hospitality PR

Unit 2: Communication Strategy

2.1 Corporate Communications

2.2 Strategic PR within a Marketing Plan

Unit 3: PR Management

3.1 Media Relations

3.2 Community Relations + Public Affairs

3.3 Content Creation and channels

Unit 4: Reputation Management

4.1 On-line reputation

4.2 Crisis Communication

Unit 5: Developing a Marketing Communications Strategy for Hospitality

5.1 Research, Planning + Implementation

5.2 Monitoring, Evaluation, Adjustment + Documentation



Unit 6: Building a PR Strategy in Hospitality

6.1 Understanding the target audience

6.2 Creating a PR plan

LEARNING METHODOLOGY

The learning methodologies related to this course include a wide window of different actions to set off its learning outcomes, which mean a development of different kinds of capacities referred to the learning of processes and attitudes applicability in the organization's environment based on the following activities:

- Activity 1: Communication Plan
- Activity 2: Public Relations Strategy Development for a specific business objective for a hotel.
- Activity 3: Attendance and active participation

ASSESSMENT SYSTEM

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

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start:

Activities	Type	Continuous	Single	Week deadline ¹
Activity 1: Communication Plan	Group	30%	20%	10 th week

¹ The week deadline is an estimation which may be subject to changes that may prompt modifications to the planning or context of the syllabus.



Activity 2: PR Strategy development	Group	20%	20%	12 th week
Attendance and Active Participation	Individual	10%	X	Ongoing
Final Exam	Individual	40%	60%	Exam Week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidence that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

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