

1. BASIC INFORMATION

Course	Public Relations and protocol
Degree program	Tourism and Leisure Management
School	Social Science
Year	4
ECTS	6
Credit type	Opcional
Language(s)	English
Delivery mode	On campus
Semester	2nd
Academic year	2024/25
Coordinating professor	Daniel Delmás Martín

2. PRESENTATION

In this subject, we will address two disciplines belonging to the field of communication sciences: public relations and protocol. However, we will also need to study event organization. Due to the limited scientific research in both subjects, it is challenging to separate protocol from event organization completely. Therefore, at the moment, one is not understood without the other, even though they are two different disciplines.

We will frame these three disciplines within Tourism in events known as MICE (Meetings, Incentives, Conferences, and Exhibitions). A powerful communication tool essential for all types of organizations, both public and private, enabling the conveyance of a specific message to the public. These are elements that help strengthen (when managed appropriately) the image and reputation of organizations. For example, we can use an event to introduce a product or to foster connections among members of the same company.

Therefore, we will focus on how to craft a 'story' that guides communication with our audience, centering on their experience as the core of everything. Without forgetting, always, that we should plan ways to assess what has been accomplished to be aware of successes and areas for improvement for future occasions.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies: CB2, CB4, CB5

- CB2: That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the development and defense of arguments and problem solving within their area of study.
- CB4: That students can transmit information, ideas, problems, and solutions to both specialized and non-specialized audiences.

- CB5: That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Cross-curricular competencies: CT04, CT07, CT08, CT09

- CT04. Written Communication / Oral Communication: Ability to transmit and receive data, ideas, opinions, and attitudes to achieve understanding and action, with oral communication performed through words and gestures, and written communication through writing and/or graphic supports.
- CT07. Leadership: Ability to guide, motivate, and lead other people, recognizing their abilities and skills to effectively manage their development and common interests.
- CT08. Entrepreneurial Spirit: Ability to undertake and carry out activities that generate new opportunities, anticipate problems, or bring about improvements.
- CT09. Global Mindset: Ability to show interest in and understand other standards and cultures, recognize one's own predispositions, and work effectively in a global community.

Specific competencies: CE9, CE13, CE30

- CE9 - Ability to handle basic customer orientation tools, knowing the particularities of tourism and leisure services, different types of customers, their needs, and demands.
- CE13 - Capacity to carry out the appropriate procedures for the management of public tourism development plans.
- CE30 - Ability to understand the richness of the diversity of socio-cultural environments in the field of tourism and leisure.

Learning outcomes: L01-L02-L03-L04-L05

- L01- Understand the concept, purpose, and influence of public relations as a key tool in the communication policy of the tourism company.
- L02- Identify basic social norms to navigate naturally in events and conferences.
- L03- Recognize official and private protocol norms.
- L04- Familiarize themselves with basic and advanced techniques of public relations and protocol from a practical perspective.
- L05- Plan and execute a comprehensive public relations program that includes all its phases.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB3, CB4, CB5	L01, L02
CT4, CT7, CT8, CT9	L03, L04, L5
CE9, CE13, CE30	L01, L02, L04

4. CONTENT

BLOCK 1. Fundamentals of Public Relations

- Introduction to public relations
- Target audience of public relations
- Importance of public relations for the tourism industry
- Communication and public relations

BLOCK 2. Operation of Public Relations

- Written media for public relations
- Public relations and the internet
- Communication with employees
- Public relations in crisis situations

BLOCK 3. Protocol

- Introduction and conceptual delimitation of protocol
- Social uses, treatments, correspondence, and dress code
- Protocol protagonists
- Spanish official protocol
- Spanish unofficial protocol
- Protocol and event organization

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Master class/web conference
- Case method
- Cooperative learning
- Problem Based Learning
- Project Based Learning

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Lectures	30h
Independent work	40h
Oral presentations	10h
Case analysis and problem solving	25h
Group participatory activities	25h
Assignments/projects	25h
Knowledge tests	05h
Tutorial	10h
TOTAL	150

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge tests	30
Problem- based activity	20
Oral presentations	20
Projects	30
Total	100

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1.

Ordinary

Call

To pass the subject in the ordinary examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final exam so that it can be averaged with the rest of the activities.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the Tourism and leisure management degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that if any evaluation system specified in the Learning Guide is used, in the ordinary examination, the student will receive an overall grade for the subject, thus consuming an examination attempt.

According to the aforementioned regulations, students enrolled in on-site degree programs are required to justify at least 70% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Failure to provide documentation through the means proposed by the University will empower the teacher to grade the subject as failed in the ordinary examination, following the grading system.

7.2. Extraordinary Examination

To pass the subject in the extraordinary examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final exam so that it can be averaged with the rest of the activities.

Uncompleted activities from the ordinary examination must be submitted after receiving the corresponding corrections from the teacher, or those that were not submitted.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the Tourism and leisure management degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that in the extraordinary examination, the Objective Knowledge Test (POC) will determine whether an examination attempt is used or not. In the exceptional case where the student only needs to pass evaluation systems other than the POC, they will be considered "NP" if they do not present them and will receive a numerical grade if they present at least one of them.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 70% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Students who, due to non-compliance with this requirement, must take the extraordinary examination, must complete whatever activities the teacher determines to recover this part.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Week	Contents	Learning activities /Assessables	Weight of evaluable activity
Feb 4	Human cooperation	Human cooperation: storytelling	10
Feb 18	Basic elements in protocol and events	Exercises spaces, people, time, and symbols	10
Mar 4	Video analysis I	Protocol and events analysis	10
Mar 11	Video analysis II	Protocol and events analysis	10
Mar 20	Video analysis III	Protocol and events analysis	10
Apr 8	PR exercise I	Finding a PR campaign	10
Apr 29	PR exercise II	Researching in PR	10
May 15	Final assessment	TBA	30

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

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10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Educational Guidance and Diversity Unit

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at unidad.diversidad@universidadeuropea.es at the beginning of each semester.

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.

