



COURSE SYLLABUS

2019/20120 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Communication Management in Tourism								
1.2. Study Programme	Tourist Destination Management and Marketing undergraduate professional study programme								
1.3. Course Short Name	KOMT	1.7. Year of Study	Second						
1.4. Course Code	TDM19323	1.8. Semester	Fourth / Summer						
1.5. Course Status	Obligatory	1.9. ECTS	5						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Type</th> <th>Total Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>20</td> </tr> <tr> <td>Exercises</td> <td>10</td> </tr> </tbody> </table>	Course Type	Total Hours	Lectures	20	Exercises	10	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course Type	Total Hours								
Lectures	20								
Exercises	10								

2. TEACHING STAFF

2.1. Lecturer in Charge	Doris Peručić	2.6. Course Associates	Karlo Kolesar
2.2. Academic Rank	PhD	2.7. Academic Rank	Struč. Spec. oec.
2.3. Teaching Rank	Associate Professor	2.8. Teaching Rank	Assistant
2.4. Contact e-mail	doris.perucic@bernays.hr	2.9. Contact e-mail	karlo.kolesar@bernays.hr
2.5. Consultations	According to schedule	2.10. Consultations	According to schedule

3. COURSE DESCRIPTION

3.1. Course Objectives	Enable students to understand the complexity of the tourism destination from the perspective of strategic planning and managing the process of integrated marketing communications. Explain how to create, manage and position a tourist destination through a four-phase planning and management process in public relations in tourism.
3.2. Enrolment Criteria	There are no specific requirements for enrolment



3.3. Learning Outcomes	<p>LO1: Describe and understand the basic concepts of communication management and public relations.</p> <p>LO2: Understand, design and manage the integrated marketing communication process.</p> <p>LO3: Explain basic concepts of strategic approach and four-phase planning and management process in public relations in tourism.</p> <p>LO4: Develop and present the communication strategy of the tourist destination.</p>																				
3.4. Course Content	<ol style="list-style-type: none"> 1. Communication management theories in the tourism sector, 2. Communication process; Sources, messages and channels of communications, 3. Designing integrated marketing communications, 4. Characteristic of marketing communications tools, 5. Research and analysis of the tourist destination communication process,s 6. Planning and managing the communication processes, 7. Four-phase process of planning and managing public relations in tourism. 																				
3.5. Types of Class Activities	<table border="1"> <tr> <td>X</td> <td>Lectures</td> <td>X</td> <td>Exercises</td> <td></td> <td>Field Trips</td> <td></td> <td>Multimedia and Network</td> <td></td> <td>Mentored Paper</td> </tr> <tr> <td>X</td> <td>Seminars and Workshops</td> <td></td> <td>Distance Learning</td> <td></td> <td>Independent Assignments</td> <td></td> <td>Laboratory</td> <td></td> <td>Misc.</td> </tr> </table>	X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper	X	Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.
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3.6. Course Language	Croatian Language																				
3.7. Student Obligations	Class attendance and participation in lecture discussions. Participation in exercises and presentation of seminars.																				
3.8. Monitoring Student Work and ECTS	<table border="1"> <tr> <td>1</td> <td>Class Attendance</td> <td></td> <td>Written Exam</td> <td>1</td> <td>Seminar Paper</td> <td>3</td> <td>Preliminary Exam(s)</td> <td></td> <td>Project</td> </tr> <tr> <td></td> <td>Activities in Class</td> <td></td> <td>Oral Exam</td> <td></td> <td>Research</td> <td></td> <td>Essay</td> <td></td> <td>Misc.</td> </tr> </table>	1	Class Attendance		Written Exam	1	Seminar Paper	3	Preliminary Exam(s)		Project		Activities in Class		Oral Exam		Research		Essay		Misc.
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3.9. Grading Students during Class and Final Exam	<table border="1"> <thead> <tr> <th>Grade Type</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>1. Class attendance and participation in lecture discussions</td> <td>10</td> </tr> <tr> <td>2. First preliminary exam</td> <td>40</td> </tr> <tr> <td>3. Second preliminary exam</td> <td>20</td> </tr> <tr> <td>4. Project</td> <td>30</td> </tr> <tr> <td>Total Points</td> <td>100</td> </tr> </tbody> </table>	Grade Type	Points	1. Class attendance and participation in lecture discussions	10	2. First preliminary exam	40	3. Second preliminary exam	20	4. Project	30	Total Points	100								
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3.10. Obligatory Literature	<ol style="list-style-type: none"> 1. Jugo, D. (2012). <i>Strategije odnosa s javnošću</i>. Zagreb: Profil. 2. Kotler, P., Bowen, J., Makens, J. (2010). <i>Marketing u ugostiteljstvu, hotelijerstvu i turizmu</i> (četvrto izdanje). Zagreb: Mate d.o.o. (odabrana poglavlja). 																				



3.11. Supplementary Literature

1. Moutinho, L.& Vaqrgas-Sanchez, A. (2018), Strategic Management in Tourism, 3rd edition, CABI International
2. Belch, G.& Belch, M., (2019), Advertising and Promotion: An Integrated Marketing Communications Perspective, 8th edition. McGraw Hill
3. Kotler, P., Keller, K. L., Martinović, M. (2014). Upravljanje marketingom (14. izdanje). Zagreb: Mate d.o.o.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires