

BACHELOR 'S PROGRAMME  
3<sup>rd</sup> YEAR OF STUDY, 1<sup>st</sup> SEMESTER

COURSE TITLE	<b>COMMUNICATION METHODS AND TECHNOIQUES</b>
COURSE CODE	JT2422
COURSE TYPE	full attendance/ tutorial
COURSE LEVEL	1 <sup>st</sup> cycle (bachelor's degree)
YEAR OF STUDY, SEMESTER	3 <sup>rd</sup> year of study, 1 <sup>st</sup> semester
NUMBER OF ECTS CREDITS	3
NUMBER OF HOURS PER WEEK	2 (1 lecture hours + 1 seminar hours)
NAME OF LECTURE HOLDER	Lecturer Nicoleta DOSPINESCU
NAME OF SEMINAR HOLDER	Lecturer Nicoleta DOSPINESCU
PREREQUISITES	Advanced level of English
<b>A</b>	<b>GENERAL AND COURSE-SPECIFIC COMPETENCES</b>
	<p><b>General competences:</b></p> <p>→ Acquiring the adequate professional and transversal competencies, according to the specific requirements of the subject and the qualifications listed in the National Index of Higher Education Qualifications (RNCIS) for Geography of Tourism</p> <p><b>Course-specific competences:</b></p> <p>→ use the technical elements of argumentation and rhetoric, to face public debates</p> <p>→ use public relations methods and techniques to generate a good personal and organizational image</p> <p>→ represent the organization in communication with journalists</p>
<b>B</b>	<b>LEARNING OUTCOMES</b>
	<p>→ know and use effective forms of communication in working with groups of tourists and / or in travel agencies</p> <p>→ understand and apply effective negotiation techniques in the case of concluded contracts</p> <p>→ plan and implement a useful public relations event in the touristic area</p> <p>→ Lay out: a tourism exhibition stand for a locality/region</p> <p>→ generate and declare a motivational speech</p>
<b>C</b>	<b>LECTURE CONTENT</b>
	<p>Proxemics or distance play. Manipulation or persuasion? Placement at the negotiating table.</p> <p>Body language - Typical mistakes. Intercultural language. Who is the leader of the group of tourists</p> <p>Methods and techniques of negotiation. Principles of persuasion</p> <p>Public Speech. How do you argue to convince somebody? Difficult people and methods of conflict resolution</p> <p>Activities and public relations tools. Press conference</p> <p>Writing techniques. Press Release. Summons. Memory. Brief</p> <p>Techniques to create events that energize the organizational brand</p>
<b>D</b>	<b>RECOMMENDED READING FOR LECTURES</b>
	<ol style="list-style-type: none"> <li>Allan Pease, Barbara Pease (2006), The Definitive Book of Body Language, Bantam Editor</li> <li>Allan Pease, Barbara Pease (2002), Questions are the Answers: How to Get to 'Yes' in Network Marketing, By Orion</li> <li>Robert Cialdini, (2006), Influence: The Psychology of Persuasion, Revised Edition, William Morrow&amp;Company Inc.</li> <li>Doug Newsom, Judy VanSlyke Turk, Dean Kruckeberg, (2000), This is PR: The Realities of Public Relations, Wadsworth</li> <li>Events Planning <a href="https://www.wodonga.vic.gov.au/leisure-arts-visitors/events/images/Event_management_planning_guide.pdf">https://www.wodonga.vic.gov.au/leisure-arts-visitors/events/images/Event_management_planning_guide.pdf</a></li> </ol>
<b>E</b>	<b>SEMINAR CONTENT</b>
	<p>Training the argumentation skills. Principles of persuasion</p> <p>Knowing and creating persuasive discourse. DEBATE</p> <p>Negotiating contractual clauses. Managing situations caused by difficult customers</p> <p>Budget allocations - how do you work for a state funded project?</p> <p>Written communication: press release; notice; memorial; brief</p> <p>Press Conference</p> <p>Techniques to design unique events. Create an event</p>

F	RECOMMENDED READING FOR SEMINARS	
	1.Negociation skills: <a href="http://www.au.af.mil/au/awc/awcgate/army/jagcnet/negotiation_skills.pdf">http://www.au.af.mil/au/awc/awcgate/army/jagcnet/negotiation_skills.pdf</a> 2.Robert Cialdini, (2006), Influence: The Psychology of Persuasion, Revised Edition, William Morrow&Company Inc	
G	EDUCATION STYLE	
	LEARNING AND TEACHING METHODS	Lecture, interactive course, role play
	ASSESSMENT METHODS	On-going assessment
	LANGUAGE OF INSTRUCTION	English