

Licence Professionnelle Arts et Techniques de l'Hôtellerie de Luxe (LP ATHL)

Titre du Cours : **Communication hors média/Communication média**

Course Title :

Heures : 20h CM

Lecture hours :

ECTS Credits : 2

➤ **CONTENU ET OBJECTIFS PÉDAGOGIQUES DU COURS**

DESCRIPTION AND LEARNING OBJECTIVES OF THE COURSE

- Understanding the importance of Communications Mix
- Knowing and understanding the different means of communication medium as well as the non-traditional ones.
- Handling your clientele/employees to be able to send it/them an appropriate message: according to its/their expectations.
- Handling your reputation to avoid conflict.

➤ **LISTE DES SUJETS OU RESUME DES SEANCES**

TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE

- I. **The different means of communication medium**
 - The traditional means ;
 - The new means of communication via Internet : why is it worthwhile ?
- II. **Communication Strategies : to which segments?**
 - The Message : what to whom ?
 - Communication : B2B, B2C or C2C
- III. **Avoid mistakes : Semiology & Economic Intelligence**
 - Use Semiology, Semiotics to have a relevant message
 - E-Reputation : use of Economic/ competitive Intelligence to avoid bad word of mouth
- IV. **Communicate Below the Line**
 - Developing effective communication: the 8 steps

➤ **METHODES D'EVALUATION (CONTROLE CONTINU)**

EVALUATION AND GRADING

Participation 10%

Oral presentation 30%

Final presentation on case study : 60%

➤ **REFERENCES BIBLIOGRAPHIQUES**

BIBLIOGRAPHY

- **The Art of Welcoming, DOGOR DI NUZZO B., ed. EMS, 2013**
- Marketing Management, KOTLER P., KELLER K.L., BRADY M., GOODMAN M., HANSEN T. éd. Pearson, 2009
- Mercator, Théorie et pratique du marketing, LENDREVIE & LINDON, éd. Dalloz, ...
- Business Communication: Strategy and Skill, M.MUNTER, ed. Prentice Hall College Div, 1987
- Strategic communications Planning, (Ebook) Fleet D. <http://davefleet.com/2008/08/strategic-communications-planning-a-free-ebook/>