Spanish: Business and Public Communication I (A704042)

Valid as from the academic year 2018-2019

Course Specifications

Lecturers in academic year 2018-2019
Goethals, Patrick
LW22 lecturer-in-charge

Course offerings in academic year 2018-2019
A (semester 1)
Dutch, Spanish

Offered in the following programmes in 2018-2019

| Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, English, Spanish) | 3 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, French, Spanish) | 3 | A |
| Master of Arts in Multilingual Communication: a combination of at least two languages (main subject Dutch, German, Spanish) | 3 | A |
| Exchange Programme Applied Language Studies | 3 | A |

Teaching languages
Dutch, Spanish

Keywords
Spanish, public communication, tourism promotion, marketing communication

Position of the course
The aim of this study unit "Spanish: public communication" (S4PC) is to train the student in adequately handling communication techniques and strategies. The student learns how to adopt the communication techniques in correct Spanish, written as well as spoken. Theoretical insights are framed within a realistic setting, which is described on the basis of authentic and recent communication plans, and of an analysis of recent case studies. Students must demonstrate an excellent command of Spanish, critical insights into the communication strategy of a real organization, and creativity in the realization of communication projects.

Exchange students may take up this course unit, for which no prior knowledge of Dutch is required.

Contents
This study trains the students in the use of a number of communication techniques that are often used for communication towards the public. A concrete setting is chosen, namely tourism communication, with particular attention for the different initiatives that are taken by institutional tourism organizations when they wish to communicate with Spanish tourists. Interactive seminars lay the theoretical foundations for the analysis of tourism discourse, the communication and marketing strategy of institutional tourism organizations, and concrete communication initiatives. By way of practical assignments, communication techniques are taught and implemented. By writing a paper, the students will also show a good knowledge and insight into the more theoretical and/or conceptual dimensions of Spanish tourism discourse.

Initial competences
Spanish competence C1

Final competences
1 Having a command of Spanish at C1+ level of the Common European Framework of Reference for Languages for comprehension (listening and reading), oral skills (production and interaction) and writing skills. [MC. 1.1, assessed]
2 In the context of communication strategies of organisations, providing effective written and oral communication in Spanish. [MC. 6.1., assessed]
3 In the different types of tourism communication, making adequate use of an advanced understanding of the role of contextual variables, text types and text strategies in Spanish. [MC.6.2, assessed]
4 Making adequate use of the acquired insights into the public communication of a tourism organisation. [MC.6.3, assessed]
5 In the communication assignments, making adequate use of an advanced degree of contrasting linguistic expertise at different levels (lexically, grammatically, textually, pragmatically). [MC.6.4, assessed]
6 In the communication assignments, making adequate use of an advanced level of encyclopaedic, topical and cultural expertise and of an advanced understanding of intercultural aspects. [MC.6.5, assessed]
7 In the communication assignments, making use of traditional and electronic resources, as well as specific technological tools. [MC 6.6, not assessed]
8 Managing the communication process within the set time boundaries, thanks to sound planning and adequate stress and time management, both independently and as part of a team. [MC.6.7, not assessed]

Conditions for credit contract
Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract
This course unit cannot be taken via an exam contract

Teaching methods

Extra information on the teaching methods
Seminar: during interactive sessions practical case are analyzed; students make assignments individually and in groups;
Independent work: the students apply the theoretical insights into practical and academic assignments that are part of a portfolio

Learning materials and price
course materials

References
see course materials

Course content-related study coaching

Evaluation methods
continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Examination methods in case of periodic evaluation during the second examination period

Examination methods in case of permanent evaluation
Portfolio

Possibilities of retake in case of permanent evaluation
examination during the second examination period is possible

Extra information on the examination methods
The portfolio (100%) consists of several assignments (both oral and written). In these assignments, the students demonstrate having an excellent command of Spanish, both orally and written, and having an accurate understanding of the theoretical aspects of the communication setting.
If the student is illegitimately absent in more than 10% of the classes, extra assignments will be added to the portfolio.

Calculation of the examination mark

Facilities for Working Students
Class attendance is not required
Examinations can be re-scheduled
Feedback can be given by e-mail, telephone or by appointment.

(Approved)