TQF 3 Course description

Name of university	Rambhai Barni Rajabhat University
Faculty/Department	Faculty of Communication Arts Program in Communication Arts (Bilingual)

Section 1 : General Information

1. Course code and title   8213005 Public Relations for Business Tourism
2. Credits 3(2-2-5)

3. Academic program, Type of course
    Academic program : Program in Communication Arts (Bilingual)
    Type of course : Major Required Courses

4. The teacher who responsible for the course and the instructor.
    4.1 The teacher who responsible for the course : Sandusit Brorewongtrakhul
    4.2 The instructor : Sariyapa Kantawan
    4.3 Group 1 5 students

5. Course semester/academic year and student Level   First semester/2021 and 3rd year student level
6. Pre-requisite (if any) N/A
7. Co-requisite (if any) N/A
8. Place of study   Group 1   1122 Rambhai Barni Rajabhat University
9. Last updated   May 31, 2021

Section 2 : Aims and Objectives

1. Course Aims

  1. To provide students with knowledge and understanding about the concepts, principles, planning and public relation process which are used in the tourism business as well as, studying on policy, structural works, the PR agency

  2. To provide students have a skills to select the media to use appropriately with the target group of tourism business both domestic and foreign by training about analysis and practice of public relations

2. Course Improvement Objectives

    To provide students a deeper understanding of the concepts, principles, planning and public relation process which are used in the tourism business as well as, studying on policy, structural works, the PR agency and selection the media to use appropriately with the target group of tourism business both domestic and foreign by training about analysis and practice of public relations.

Section 3 : Operation

  1. **Course Description** : Public Relations for Business Tourism

      To study concepts, principles, planning and public relation process which are used in the tourism business as well as, studying on policy, structural works, the PR agency and selection the media to use appropriately with the target group of tourism business both domestic and foreign by training about analysis and practice of public relations by using foreign language.

  2. Hours per semester

In semester has 15 weeks of teaching, and week of 16 is the final examination, divided as follow

All		Extra Teaching	Field Experience	Self-Study
Lecture	Practice			
30	30	Teaching according to the demands of instructors / students need	N/A	5 Hrs./week

3. Number of hours per week of teacher-provided individual counselling and academic advice.

3 Hrs. per week, Wednesday from 13:00 to 16:00 at the Faculty of Communication Arts, Rambhai Barni Rajabhat University or contact by phone.

Section 4 : Learning Outcome Developments

(● **Primary** responsibilities)　(○ **Secondary** responsibilities)

Principles of Advertising and Public Relations has a standards-based learning Qualifications Framework 5 aspects as follows

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1. Morals and Ethics

    1.1 Learning outcome of Morals and Ethics

        (1) Know and understand the advertising and public relations ethics (○)

        (2) Practice base on the advertising and public relations ethics (○)

        (3) Responsible for the discipline punctuality honesty and responsibility on advertising and public relations self-practitioner moral and social ethics (○)

        (4) Respect on human rights and accept the public opinions (●)

        (5) Abide by moral-based in the term of privacy, social and public mind

        (6) Respect on the rule and regulation of organization and society (○)

    1.2 Teaching strategy of Morals and Ethics

        (1) Explains by using moral and ethics in the class

        (2) Discipline punctuality is important according to the deadline and the honesty's activity and assignment

        (3) Assigns to participate in group working

        (4) Acts as a good moral model

    1.3 Evaluation of Morals and Ethics

        (1) Discipline and readiness class participation, and join the faculty and university's activities

        (2) Integrate the knowledge in Communication Arts with other related science

        (3) Morals and ethics Behavior

2 Knowledge

    2.1 Learning outcome of Knowledge

        (1) Know and understand about important concepts and theories of communication arts (●)

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(2) Able to integrate the communication arts knowledge and the related interdisciplinary knowledge field (**O**)

(3) Able to use the knowledge and communication arts skills to apply in job resolution (**O**)

(4) Know and has skills in communication arts research

(5) Has a communication arts experience (**O**)

2.2 Teaching strategy of Knowledge

(1) Set the learning by following the course description, which focused on the knowledge and work skill integration

(2) Set the learning by synchronizing the reality situation applied to the theory

(3) Set the special lecture by the keynote speakers who specialized in field

(4) Set the project for organization practicing

2.3 Evaluation of Knowledge evaluate the learning effectiveness and the practice of the students in each assignment as:

(1) Sub-testing of each unit

(2) Midterm and final examination

(3) Report papers/ working plans/ project assignments

(4) Presentation

(5) Organization practice result's evaluation

3 Cognitive Skills

3.1 Learning outcome of Cognitive Skills

(1) Able to systematically analyze by using knowledge of communication arts and related fields as a base for the effectiveness in the field of communication (**●**)

(2) Use the wisdom creates knowledge of communication arts for self-development, society and community (**O**)

(3) Able to create and present on the problem's resolution by thinking of the frame of related theory and the reality experience field (**O**)

3.2 Teaching strategy of Cognitive Skills

(1) Set the learning activity and give the students' skills of thought and new technology

(2) Set the learning activity by focusing on the real experiences

(3) Set the learning procedure which practices the thought of individual and team skill i.e. project work assignments

3.3 Evaluation of Cognitive Skills

As above assignments and observe the students' practice, thought, new technological skills, and the creatively systematically problem resolution

4. Interpersonal Relationship Skills and Responsibility

4.1 Learning outcome of Interpersonal Relationship Skills and Responsibility

(1) Able to effectively communicate in the interpersonal and group communication (O)

(2) Responsible for the individual and group report and assignments (●)

(3) Responsible for the learning development both continue on individual and job workplace (O)

(4) Able to adjust and teamwork with the colleague both the leader roles and group members in effectively (O)

(5) Able to use the knowledge in communication science to suitably lead the social issue (O)

(6) Behave and opinion acts on suitably role duty and responsibility mind

4.2 Teaching strategy of Interpersonal Relationship Skills and Responsibility

(1) Set the learning activities by focusing on the teamwork communication and interaction interpersonal communication

(2) Insert the content of responsibility, human relation and the organization culture

4.3 Evaluation of Interpersonal Relationship Skills and Responsibility

(1) Observing the students' behavior and act during group working

(2) Group presentations

(3) Group participation

(4) Responsibility of the assignments

(5) The classmates

5 Numerical analysis skills, communication skills and using IT

     5.1 Learning outcome of Numerical analysis skills, communication skills and using IT

         (1) Able to effectively communicate both speaking and writing and select the suitable media for presentation (**O**)

         (2) Able to use the suitable information technology in communication arts job (**●**)

         (3) Select the basically statistic to analyze and make decision on the systematical planning in communication arts research

         (4) Recommend the resolution's issue by using the information technology in communication arts field onto the related problem creatively (**O**)

     5.2 Teaching strategy of Numerical analysis skills, communication skills and using IT

         (1) Set the learning by focusing on technique skills of statistic, mathematic and information technology

         (2) Set the experience of students by using the information technology, mathematic and statistic presentation

     5.3 Evaluation of Numerical analysis skills, communication skills and using IT

         Evaluate on the students' ability by using mathematic and statistic to describe and discuss the suitable report

Section 5 : Lesson and Evaluation Plan

1. Lesson Plan				
Week	Topics/Details	Hours	Learning and teaching activities, teaching media *(if any)*	Instructor
1	**The orientation about the course** - Course outline / content - Teaching activities - Evaluation	4	**Activities :** Lectures, discussions about **examples of** Public Relations for Business Tourism **Media** : PowerPoint	Sariyapa Kantawan
2	**Chapter 1 Introduction** - The meaning and knowledge about public relations. - The importance of public relations. - Type of public relations - Element of public relations	4	**Activities :** Lectures, discussions about type and element of public relations **Media** : PowerPoint, video clip	Sariyapa Kantawan
3	**Chapter 2 Business Services in the Tourism Industry** - Guide/trevel Business - Business of accommodation - Food and beverage Business - Souvenirs business - Business of recreation and entertainment	4	**Activities :** Lectures, discussions about interesting of Business Services in the Tourism Industry **Media** : PowerPoint, online media	Sariyapa Kantawan
4	**Chapter 3 Planning for Public Relations** - Meaning of public relations planning.	4	**Activities :** Lectures, discussions about process	Sariyapa Kantawan

	- The importance of public relations planning. - Process and procedure of public relations		and procedure of public relations **Media** : PowerPoint, online media	
5	**Chapter 3 Planning for Public Relations (continued)** - SWOT Analysis - TOWS matrix - Five Forces model - Public Relations strategies	4	**Activities** : Lectures, discussions about planning and strategies **Media** : PowerPoint, online media	Sariyapa Kantawan
6	**Chapter 4 Public relations through media for business tourism** - Type of media used in public relations. - The importance of public relations media. - The nature of public relations media.	4	**Activities** : Lectures, discussions about The nature of public relations media **Media** : PowerPoint, online media	Sariyapa Kantawan
7	**Chapter 4 Public relations through media for business tourism (continued)** - Mass media - Electronic media - Activities and personal media	4	**Activities** : Lectures, discussions about Activities and personal media **Media** : PowerPoint, online media	Sariyapa Kantawan

8	**Chapter 5 Special Events for Business Tourism** - How to set an exhibition - Seminar - Competition - Press conference	4	**Activities :** Lectures, **discussions about** special Events for Business Tourism **Media** : PowerPoint, exercises	Sariyapa Kantawan
**Midterm Examination**			
9	**Chapter 6 Public Relations for the Image of Business Tourism** - Definition of image - The importance of image - Public relations to create image for business tourism	4	**Activities :** Lectures, **discussions about** public relations to create image for business tourism (Inform both group work and individual work) **Media** : PowerPoint, online media	Sariyapa Kantawan
10	**Chapter 6 Public Relations for the Image of Business Tourism (Continue)** - To create image for business tourism in aspect of product, service, activity and marketing promotion	4	**Activities :** Lectures, **discussions about** an example of image creating of product, service, activity and marketing promotion **Media** : PowerPoint, online media, mapping	Sariyapa Kantawan
11	**Chapter 7 Principles of Photography for Business Tourism** - Elements of photography for public relations about Business Tourism	4	**Activities :** Lectures, **discussions about** an example of photography for public relations about business tourism **Students present** an analyze of current	Sariyapa Kantawan

			situation of Suan Ban Kaew Palace (Group) **Media** : PowerPoint, online media	
12	**Chapter 7, Principles of Photography for Tourism Business (Continue)** - Photography for Business Tourism - Portraiture Shooting, location photography and photography of activities	4	**Activities** : Lectures, **discussions about** an example of photography for public relations about business tourism **Media** : PowerPoint, online media	Sariyapa Kantawan
13	**Chapter 8 Public Relations Presentation** - Target group - Maintaining quality of corporate communications - Focus on content - Communication regularly	4	**Activities** : Lectures, **discussions about** how to make an PRs presentation **Media** : PowerPoint	Sariyapa Kantawan
14	**Chapter 9 Writing for business tourism press release** - Definition of press release - Characteristics of business tourism news - Type of business tourism news	4	**Activities** : Lectures, **discussions about** types of business tourism news **Media** : PowerPoint, online media	Sariyapa Kantawan
15	**Chapter 10 Public Relations for business tourism through new media** - website for public relations	4	**Activities** : Lectures, **discussions about** example of various PRs on new media	Sariyapa Kantawan

	- Public relations of business tourism through various online media		**Students present** public relations media for promote Suan Ban Kaew Palace (Individual) **Media** : PowerPoint, online media	
16	**Final Examination**			
	Total	60		

2. Learning Outcome Evaluation Plan

Learning Outcome*	Evaluation Activity	Evaluate week	Weight
2.1(1)	- Midterm Examination	8	20%
3.1(1)	- Final Examination	16	30%
4.1(2)	Attendance and participation in class	All of semester	10%
1.1(4) 2.1(1) 3.1(1) 4.1(2) 5.1(2)	- Exercises - Create public relations media to promote Suan Ban Kaew Palace (Individual) - Analyze current situation of case study (Group) - Create public relations media to promote case study (Group)		10% 10% 10% 10%

Evaluation criteria

Interval Criteria	Grade
80 – 100	A
75 – 79	B+
70 – 74	B
65 – 69	C+
60 – 64	C
55 – 59	D+
50 – 54	D
00 – 49	F

Section 6 : Teaching/Learning Resources

1. Documents and the main texts

Sariyapa Kantawan. (2021). **Public Relations for Business Tourism**. Chanthaburi : Rambhai Barni

Rajabhat University.

2. Documents and important information

ชาญชัย อาจินสมาจาร. (2546). **การประชาสัมพันธ์ในธุรกิจการค้า**. กรุงเทพฯ : ศูนย์สื่อเสริมกรุงเทพฯ.

บุญเกื้อ ควรหาเวช. (2542) **การประชาสัมพันธ์**. กรุงเทพฯ : ภาควิชาเทคโนโลยีการศึกษา คณะศึกษาศาสตร์

(บางเขน). มหาวิทยาลัยศรีนครินทรวิโรฒ.

ประสิทธิ์ ศรีเชิดชู. (2540). **เทคนิคการถ่ายภาพประชาสัมพันธ์.** กรุงเทพฯ : รุ่งแสงการพิมพ์.

วิมลพรรณ อาภาเวท. (2553). **หลักการโฆษณาและการประชาสัมพันธ์.** พิมพ์ครั้งที่ 1. กรุงเทพฯ :

โอเดียนสโตร์.

เสกสรร สายสีสด. (2542). **หลักการโฆษณาและประชาสัมพันธ์.** กรุงเทพฯ : บริษัทโรงพิมพ์ไทยวัฒนาพานิช.

3. Suggested readings and other resources

Website	Positioning	www.positioningmag.com
	Marketeer	www.marketeer.co.th
	Marketing Oops!	www.marketingoops.com
	Brand Buffet	www.brandbuffet.in.th
	การท่องเที่ยวแห่งประเทศไทย	www.thai.tourismthailand.org
	กรมการท่องเที่ยว	www.tourism.go.th

Section 7 : Course Evaluation and Improvement

1. Strategy of the effectiveness of the course by students

      1.1 Students evaluate the effectiveness of the course

            (1) The teaching methods of instructor

            (2) The activities in the classroom and outside the classroom

            (3) Teaching support effects on learning and 5 aspects of learning outcomes

            (4) The suggestion to improve the courses by the university network

      1.2 Instructor evaluates students' learning behaviors

            (1) Observation of group discussion between instructor and students

            (2) Observation of students' behaviors

      1.3 Evaluation of teaching and course

            (1) Assessment of teaching and assessment reports, documents

            (2) Assessment course, document and report the results of the assessment

      1.4 Web suggestions that the instructor has established channels of communication with students

            The evidence that will be used to evaluate based on TQF 5 such as line, Facebook, instructor room, E-mail, REG etc.

2. Teaching evaluation strategies

      2.1 Student-centered teaching

            - A description of the main content and encourage students to explore or understand the details by their self, and/or practice along with instructions

      2.2 Teaching about principles, theories and rules

            - To experiment with actual practice and use the tools manually by teaching content/activity evident that promote virtue. We aim to make the learners the skills to learn, presentation and discussion on using information technology to communicate with other people

      2.3 A measurement and evaluation in teaching

            - Determining how Grading. The standards-based, or based on criteria

            - Observations by instructors from students who asking for advice

3. The improvement of teaching

3.1 After Teaching evaluation in no. 2, there is a teaching improvement by brainstorming and find more information to improve teaching as follows:

- **Program** Requiring instructor to review and improve strategies and methods taught by the results of evaluation in each subject, and prepare a report on the implementation of the course (TQF 5), according to the Office of the Higher Education Commission sets that it must conduct every semester (30 days/semesters)

- **Program** Encourages lecturer to develop academic skills and/or professional skills at least once a year

- **Program and faculties** Meetings/seminars with instructor to discuss the learning difficulties of students and how to improve/modify or develop even further

4. The verification standard of achievement of the students in the course

During the process of teaching has a verification of achievement in the subject. As expected, from learning in the course of 5 aspects by asking students or random check student work, including the tests as follows

4.1 The Committee's verification. To check the results, "Learning Outcome By checking the learning and teaching process such as TQF 3, the content and teaching media, including documents and textbooks that are used in teaching (as noted in section 6 no. 1)

4.2 Check test, check report (work by the black spot) and how to test scores, the behavior scores, and scoring. Measurement and evaluation of the course requirements as set. The results from the tests or the midterm examination, advising on academic classes

4.3 Verification of the course. Has verified achievement Learning Course (random 25%) as follows:

(1) **Verification score.** Random check work of students by the verification standard of achievement

(2) **The questionnaire/interview students** to consider the learning course by the standard verification Committee to examine outcomes assessments "5 aspects of learning outcomes" and student behaviors

5. Review and planning to improve the effectiveness of teaching

From the results of the assessment and verification of effectiveness **outcomes** by Program/branch is planned to update the strategy and integrate the content of the course (TQF 3). To achieve greater quality as follows:

5.1 Improving the teaching strategies and the integration of the courses every semester/year, or according to the suggestion, and examined in detail the standard achievement of students learning according to topic 4

5.2 The invited speakers / instructors other states, to join other teaching to acquire the knowledge, or with a view to increasing the application of knowledge or experience with issues of research/lecturer's experience

Lecturer

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(Sariyapa Kantawan)

31 May 2021

Responsible Instructor

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(**Sandusit Brorewongtrakhul**)

31 May 2021