

# Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2018-2019

## Teaching guide

Area: English language

Subject: Persuasive Communication

Period: Semester 4

Lecturers:

Ms. Katharine D'Amico

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MODULE: LANGUAGES

AREA: ENGLISH LANGUAGE

SUBJECT: PERSUASIVE COMMUNICATION

CODE: OB4ING-IV

LANGUAGE: ENGLISH

YEAR: 2

PERIOD: SEMESTER 4

CREDITS: 2 ECTS

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## 1. Subject objectives

Persuasive Communication is a continuation of Communication Skills, where students will focus on polishing the Art of Persuasion in oral communication and public speaking. This course will follow with techniques from NLP: Neuro Linguistic Programming, verbal, non-verbal and emotional elements to communication, and intensive practice. Students will explore the meaning of persuasion, the difference between persuasion, propaganda and manipulation, persuasion and argumentation, and put it into practice with credibility based structured presentations for 2 real industry challenges. Clarity, concision, defining how you will change the audience, anticipating resistance, organization and crafting a solid structure are some of the techniques which will be practiced and evaluated.

## 2. Competencies developed

### Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

### General

G06 - Interpersonal Empathy/Comprehension: understands other people's emotions, understands their points of view and is genuinely interested in their concerns.

G07 - Team work and collaboration: Cooperates actively and jointly in achieving common objectives.

G09 - Sensitivity and intercultural awareness: understands and interprets the influence of culture on the

values and behaviours of individuals and organizations.

### 3. Content

Session 1: Introductory session Two Real Industry Challenges: 19 Crimes, Keep Walking. Working groups set up and guidelines for group work. Template for Resonance Rules written work. Introduction of 2 Real Industry Challenges Methodology in class, expectations, class session preparation, evaluated tasks and templates. Guidelines and rubrics .

Session 2: The Art of Persuasion Theory Resonance Rule 1. based on Resonate by Nancy Duarte By leveraging techniques normally reserved for cinema and literature, this class will explore how to transform any presentation into an engaging journey. Students will discover how to understand your audience and create persuasive content. Learning outcomes: Connect with your audience empathetically Craft ideas that get repeated Rely on story structures inherent in great communication Create captivating content Inspire enthusiasm and support for your vision.

Session 3: Story templates Lessons from myths and movies Resonance Rule 2 The audience does not need to tune themselves to you. You need to tune your message to them. Skilled presenting requires you to understand their hearts and minds and create a message to resonate with what's already there..

Session 4: Segment the audience & define the journey Resonance Rules 3&4 Your presentation proposes an idea, and you're asking the audience to adopt and shepherd that idea to positive outcomes. Your idea might be to reshape for the future or to show clients or customers how your idea will fill a need they have. .

Session 5: Meaningful content Resonance Rule 5: Getting ahead in the tourism and hospitality industry requires courage and communication: Courage to determine the next bold move, and communication to keep yourself committed to the value of moving forward. Leaders at every level in an organization need to be skillful at creating resonance if that organization is to control its own destiny. .

Session 6: Structure and Insights Resonance Rule 6: music has a structure and your presentation should too. The sonata form in classical music has a similar structure to the presentation form. A sonata has standard ?rules? to follow; yet each sonata sounds unique. Just as the presentation form is a guide, but it pays to be flexible within the form. There is a clear beginning (exposition), middle (development), and end (recapitulation) in the sonata form. Also, contrast keeps the sonata interesting, just like in a presentation. Sonatas have tonal, dynamic, and textural contrasts,.

Session 7: Don't talk about impact make impact Resonance Rule 7: Ideas are not really alive if they are confined to only one person?s mind Techniques on making impact with an audience. Final preparations for the 7 Rules of Resonance written project Due May 9, 2019, and final considerations for Final Oral Pitch May 9, 2019. Template and Industry benchmark.

### 4. Teaching methodology

**Plenary Lectures.**

**Readings.**

**Self-study or Study Groups.**

**Working individually or in groups.**

## 5. Assessment activities

### **Regular examination call**

- **Resonance Rules written work based on Sessions theory and application to the Industry Challenge (May, 09/2019)**

Academic Work (Group - 50%)

Evaluated competences: B1, B2, B3, B4, B5, G6, G7, G9

- **Final Oral Pitch incorporating Session content, Resonance Rules preparation and Persuasive Communication Theory (May, 09/2019)**

Final exam (Individual - 50%)

Evaluated competences: B1, B2, B4

Assessment comments: Persuasive Communication will be delivered in English. Students are expected to demonstrate effort in their progress and lectures. Grades will reflect this directly. Students must attend a minimum of 70% of the 7 sessions to be able to present for the final pitch exam at the regular call.

Minimum grade: Students must obtain a minimum grade of 5 on the Resonance Rules and the Final Pitch.

### **Resit examination call**

- **Final Oral Pitch (Jun, 06/2019)**

Final exam (Individual - 50%)

Evaluated competences: B1, B2, B4

- **Written work 7 Rules of Resonance (Jun, 06/2019)**

Academic Work (Individual - 50%)

Evaluated competences: B1, B2, B3, B4, B5, G6, G7 G9

Minimum grade Students must obtain a minimum grade of 5 on each retake element: The Resonance Rules and the Final Oral Pitch. The maximum overall retake grade is a 6/10

### **Repeating students without attendance: regular examination call**

- **Final Oral Pitch (May, 09/2019)**

Final exam (Individual - 50%)

Evaluated competences: B1, B2, B4

- **Written Project 7 Rules of Resonance (May, 09/2019)**

Academic Work (Individual - 50%)

Evaluated competences: B1, B2, B3, B4, B5, G6, G7, G9

Minimum grade Students must obtain a minimum grade of 5 on each retake element: The Resonance Rules and the Final Oral Pitch.

### **Repeating students without attendance: resit examination call**

- **Written Project 7 Rules of Resonance (Jun, 06/2019)**

Academic Work (Individual - 50%)

Evaluated competences: B1, B2, B3, B4, B5, G6, G7, G9

- **Final Oral Pitch (Jun, 06/2019)**

Final exam (Individual - 50%)

Evaluated competences: B1, B2, B4

Minimum grade Students must obtain a minimum grade of 5 on each retake element: The Resonance Rules and the Final Oral Pitch. The maximum overall retake grade is a 6/10

#### **Follow-up meetings**

Week 3 (Feb, 15/2019)

Week 7 (Mar, 15/2019)

Week 13 (Apr, 05/2019)

## **6. Bibliography**

### **Recommended readings**

1. THE 20 HABITS OF TRULY BRILLIANT PRESENTERS power point presentation

Three quick tips for improving your connection with your audience Nick Morgan blog

The impact of consumer-brand engagement on brand experience and behavioural intentions Risitano, Marcello; Romano, Rosaria; Sorrentino, Annarita; Quintano, Michele British Food Journal Vol. 119, n° 8, 08/2017

## 7. Lecturer/s

**Ms. Katharine D'Amico** (Head lecturer) - [katharine.damico@htsi.url.edu](mailto:katharine.damico@htsi.url.edu)

Contact hour: Mondays 15:00-16:00

## 8. Observations

Students are expected to come prepared for lectures and the 70% minimum attendance will be strictly monitored

Smart phones and devices are not allowed for personal use during class time, and students who do so will be asked to leave

Students are expected to arrive on time and out of respect, those who arrive late will not be allowed to interrupt.

Grades will directly affect students effort and attitude