

# MHOS106 Communications and Customer Relations Management in Hospitality

ECTS Value: 4 ECTS  
Self-Study Hours: 87

Contact Hours: 20  
Assessment Hours: 3

## Overall Objectives and Outcomes

The module aims at providing students with key communication skills required for business transactions, particularly those related to the Hospitality industry. The module touches upon several skills that are considered imperative to work smoothly and effectively with colleagues and clients in such organisational setting. Furthermore, the content will allow students to understand the importance of effective customer relationship and the effect that this, together with proper communications, have on the overall hospitality industry, notably on the retention of customers and on the credibility of the business. The module will also draw on important information about the delivery of effective information about communications and customer relation to Hospitality students.

By the end of this module, the learner will be able to:

### Competences:

- a. Critically understand and interpret theoretical aspects and mythologies related to Communications and CRM.
- b. Deploy originality and persuasiveness in the delivery of professional presentations, interviews and business meetings.
- c. Produce relevant documentation such as customer portfolios and database and advise on the role of CRM to ensure a positive customer experience;
- d. Be responsible for the design and development of CRM strategies and the successful implementation of various Customer Relations Management (CRM) projects;  
Systemically manage networks with various stakeholders to ensure the effective managing of customer relationships whilst dealing effectively
- e. with issues that might arise specifically within the area of CRM;
- f. Use the knowledge, skills and competences obtained in this module to teach Hospitality students the relevant topics related to costings and bookkeeping by following the syllabus provided by the local education authority.

### Knowledge:

- a. Systematically understand key aspects and main theories related to Communication Skills and customer relations management.
- b. Develop communication skills which will lead to successful meetings, interviews and organized communication.
- c. Demonstrate critical awareness of the roles of different members during specific meetings and the relationship between, the customer, management and employee within an organizational structure.
- d. Systematically and creatively apply different communication strategies and CRM models to solve complex issues.
- e. Apply various teaching methods related to Communications and Customer Relations Management in a vocational education environment.

Skills:

### Applying knowledge and understanding

The learner will be able to:

- a. Demonstrate critical awareness and understanding of specific terms, theories and methodologies related to Communication and CRM.
- b. Prepare for, and conduct, interviews and meetings both as an interviewee and an interviewer in a professional manner.
- c. Deploy originality and creativity in the application of various methods and tools for effective CRM within a hospitality organisation;
- d. Operate various information technology tools and platforms to ensure successful customer relationship management;
- e. Teach Hospitality students the main aspects of communications and customer relations management by following the syllabus provided by local education authorities.

### Assessment Methods

This module will be assessed through: Assignment.

### Suggested Readings

Core Reading List:

1. Buttle, F. (2003). *Customer relationship management concepts and tools*. Amsterdam: Elsevier Butterworth-Heinemann.
2. DeVito, J. (2002). *Human communication: The basic course*. 9th ed. Needham Heights, MA: Allyn & Bacon.
3. Krizan, A.C, Merrier, P, Logan, J, Williams, K. (2008). *Business Communications*. Canada: Thomson Learning.
4. Kuhnke, E. (2012). *Communication Skills For Dummies*. London: John Wiley and Sons Ltd,.
5. Jablin, F. M., and Putnam, L. L. (Eds.). (2000). *The new handbook of organizational communication: Advances in theory, research, and methods*. London: Sage.
6. Littlejohn, S. W. and Foss, K. A. (2004). *Theories of human communication*. (8th ed.). Belmont, CA: Wadsworth.

Supplementary Reading List:

1. KRAWCZYK-SOKOŁOWSKA, I. and ZIOŁKOWSKA, B. (2013). 'Computer-aided and web-based tools in customer relationship management', *Acta Electrotechnica et Informatica*, 13(4), pp. 13–19. doi: 10.15546/aei-2013-0043.
2. Keramati, A. and Sangari, M.S. (2011). A success framework to investigate critical factors associated with implementation of customer relationship management. *International Journal of Customer Relationship Marketing and Management*, 2(2), pp. 43–62. doi: 10.4018/jcrmm.2011040104.
3. Mandic, M., and Vranesevic, T. (2012). Successful customer relationship management implementation. Paper presented at the 1206-1215. Retrieved from <https://search.proquest.com/docview/1350307906?accountid=14620>
4. Naveed U, M. (2012). Customer Relationship Management in Hospitality Sector. *Judgement of Good Governance and Sustainable Development*, 1(1), pp. 40–47. doi: RCMSS/JGGSD/I2003.

5. Öztayşı, B., Sezgin, S. and Fahri Özok, A. (2011). A measurement tool for customer relationship management processes. *Industrial Management & Data Systems*, 111(6), pp. 943–960. doi: 10.1108/02635571111144982.