

TQF.3

Bachelor's Degree

Master's Degree



# College of Hospitality Industry Management

## TQF3 Course Specification

**Course Code:** ABI 2208

**Course Title:** Communication Management

**Credits:** 3 (3-0-6)

**Program:** Airline Business, College of Hospitality Industry Management

Suan Sunandha Rajabhat University  
(CHM)

**Semester:** 2 **Academic Year:** 2023

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## Section 1 General Information

### 1. Code and Course Title:

**English:** ABI 2208 Communication Management

### 2. Credits: 3(3-0-6)

### 3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Arts in Airline Business

3.2 Course Category:

General Education

Required Course

Elective Course

Others .....

### 4. Lecturers Responsible for Course and Instructional:

#### Course Lecturers:

4.1 Lecturer responsible for Course: Ms. Kanittha Charernnit

4.2 Instructional Course Lecturer(s): Ms. Kanittha Charernnit

### 5. Contact/Get in touch

Room number 304

5.1 Ms. Kanittha Charernnit

Tel: 081-6682310

E-mail: [kanittha.ch@ssru.ac.th](mailto:kanittha.ch@ssru.ac.th)

### 6. Semester/Year of study

6.1 Semester 2 Year of study 2023

6.2 Number of students enrolled: AB65 Students

### 7. Prerequisite Course

None

### 8. Co-requisite Course:

None

### 9. Learning Location

College of Hospitality Industry Management, Suan Sunandha Rajabhat  
University, Nakhon Pathom Educational Center

### 10. Last Date for Preparing and Revising this Course:

Revised on November 10, 2023

## Section 2 Objectives and Purposes

### 1. Course Objectives

At the end of this course, the student will reach to five domains in the following areas of performance:

#### 1.1 Morals and Ethics

- (1) Able to demonstrate on-time performance
- (2) Able to demonstrate morality in all areas
- (3) Able to demonstrate relevant morals in the organization and in daily life

#### 1.2 Knowledge

- (1) Able to understand the nature of the duties in corporate communication management
- (2) Able to understand the terminology, idiom, and structure of English related to ground service
- (3) Able to understand the basic operations of the ground service

#### 1.3 Cognitive Skills

- (1) Able to demonstrate what the main idea of the course
- (2) Able to understand and demonstrate in daily life
- (3) Able to drill and apply English comprehension skills in corporate communication

#### 1.4 Interpersonal Skills and Responsibility

- (1) Able to demonstrate working as a team in a professional manner
- (2) Able to apply morality in a teamwork
- (3) Able to demonstrate the related ideas with the team

#### 1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Able to understand and demonstrate effective communication skills in all stages of airline business by using ICT searching further knowledge related to course from internet

(2) Able to use the statistics to solve the problem

(3) Able to understand and apply to use the system for corporate communication

## **2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)**

The frequency and level of student engagement will be assessed for the curriculum including multimedia, homework assignments, exams, and textual content. Learning exercises and activities that result in higher student engagement will be adapted to future lessons.

## **Section 3 Course Structure**

### **1. Course Outline**

English: Corporate communication management on aviation productivity, media relations, corporate events, corporate media relations, corporate affairs, corporate ethic, barter agreement. Organization's mission, vision and value to stakeholders. Integrative communication structure linking stakeholders to organization. Strategically corporate communication and types of communication.

Thai: การจัดการการสื่อสารองค์กรการบิน ความสัมพันธ์กับสื่อ และการจัดงานอีเว้นท์ต่างๆ และการทำข้อตกลงแลกเปลี่ยนสินค้าและบริการ การสื่อสารวิสัยทัศน์และพันธกิจขององค์กรต่อผู้มีส่วนเกี่ยวข้อง ภาพรวมของการสื่อสารองค์กรต่อผู้เกี่ยวข้อง รวมทั้งกลยุทธ์ที่ใช้ในการสื่อสารและรูปแบบของสื่อที่ใช้

**2 . Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)**

<b>Lecture</b>	<b>Practice/ Field Work/Internship</b>	<b>Self-Study</b>	<b>Remedial Class</b>
45 hours	- hours	90 hours/week	3 (if any)

**3. Time Length per Week for Individual Academic Consulting and Guidance**

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer’s office: Room Number 304, College of Hospitality Industry Management (Nakhonpathom Educational Center/SSRU)

3.2 Consulting via office telephone/mobile phone: as above

3.3 Consulting via E-Mail: as above

3.4 Consulting via Social Media (Facebook/Twitter/Line): Line

3.5 Consulting via Computer Network (Internet/Web board): University website / Personal website

## **Section 4 Developing Student’s Learning Outcomes**

**1. Morals and Ethics**

**1.1 Morals and Ethics to be developed**

- (1) Be able to deliver or complete the required task on time
- (2) Be able to do the right thing according to the values, beliefs, and principles they claim to hold
- (3) Be able to make decisions according to moral concepts and judgements

## **1.2 Teaching Strategies**

- (1) Direct instruction to help each other reminding about punctuality
- (2) Morality in business
- (3) Student research about morality in business

## **1.3 Assessment Strategies**

- (1) Measurement of punctuality and attendance
- (2) Measurement of personal interaction style to apply in daily life
- (3) Measurement of original contribution from the activities

## **2. Knowledge**

### **2.1 Knowledge to be developed**

- (1) Be able to identify the proper theories and describe important case studies
- (2) Be able to provide an analysis and provide solutions to real world problems
- (3) Be able to organize self-study and share information with the class

### **2.2 Teaching Strategies**

- (1) Cooperative learning
- (2) Problem-based learning
- (3) Direct instruction

### **2.3 Assessment Strategies**

- (1) Quizzes, role play, mid-term test, and final test
- (2) Group projects
- (3) Cooperative learning presentations

## **3. Cognitive Skills**

### **3.1 Cognitive Skills to be developed**

- (1) The ability to gather and summarize information, and conduct research

- (2) Self-study and sharing information with the class
- (3) The ability to solve problems with case studies

### **3.2 Teaching Strategies**

- (1) Cooperative learning
- (2) Problem-based learning
- (3) Direct instruction

### **3.3 Assessment Strategies**

- (1) Cooperative learning evaluations on analytical, planning, problem solving skills
- (2) Group projects
- (3) Cooperative learning presentations

## **4. Interpersonal Skills and Responsibilities**

### **4.1 Interpersonal Skills and Responsibilities to be developed**

- (1) Be able to use interpersonal English communication skills
- (2) Be able to collaborate in teams and solve problems
- (3) Demonstrate leadership

### **4.2 Teaching Strategies**

- (1) Cooperative learning with new situations and group members
- (2) Cooperative learning about service personality
- (3) Higher level of communication in English for the business

### **4.3 Assessment Strategies**

- (1) Quizzes, role play, group discussion
- (2) Cooperative learning evaluations
- (3) Group work evaluations

## **5. Numerical Analysis, Communication and Information Technology Skills**

### **5.1 Numerical Analysis, Communication and Information Technology to be developed**



- (1) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences, use statistics and mathematics to solve air transport problems by using basic ICT skills and apply daily
  - (2) Be able to use the statistics to solve the problem
  - (3) Be able to understand and apply to use the system for ticketing, checking in passengers

### **5.2 Teaching Strategies**

- (1) Direct instruction and Group work activities
- (2) Group work exhibitions
- (3) Cooperative learning to develop social skills

### **5.3 Assessment Strategies**

- (1) On-line quizzes, pop quizzes and Group work evaluations
- (2) Be able to communicate clearly via exhibitions
- (3) Be able to access the computer system to help finding the solutions

## **6. Other Domain**

None

**Remark:** Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’ of TQF 2. (Program Specification)

## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan

Week	Topic/Outline	Period	Learning Activities and Medias
1	Unit 1: Introduction to Communication <ul style="list-style-type: none"> <li>• Introduction to Basic Communication</li> <li>• Communications Theory</li> <li>• Communication process model</li> <li>• Type of Communications</li> <li>• Communication Barriers</li> <li>• Effective Communications</li> </ul>	3	<ul style="list-style-type: none"> <li>• Guide line to study the course</li> <li>• Discussion</li> <li>• Case study</li> <li>• Student-centered: Cooperative learning               <ul style="list-style-type: none"> <li>- Students' individual research</li> </ul> </li> <li>• <b>Applied the research and Training Courses :</b>                'Passengers' Expectation and Satisfaction on Low-Cost Airlines :                A case study of Nok Air and Thai Air Asia'</li> </ul>
2	Unit 2 : Introduction to Corporate Communication Management / Corporate Reputation through Brand/Image <ul style="list-style-type: none"> <li>• Definition</li> <li>• "Communications" Moving the Corporate Forward</li> <li>• Getting to know the "Organization or Corporate"</li> <li>• Image and reputation</li> <li>• Brand Influences</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Student-centered: Cooperative learning</li> </ul>
3	Unit 3 : Corporate Identity <ul style="list-style-type: none"> <li>• Creating Identity</li> <li>• Identity Concept</li> <li>• Developing Corporate Identity</li> <li>• Corporate Image</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction/Quiz</li> <li>• Student-centered: Cooperative learning</li> </ul>

<b>Week</b>	<b>Topic/Outline</b>	<b>Period</b>	<b>Learning Activities and Medias</b>
<b>4</b>	Unit 4 : Corporate Social Responsibility <ul style="list-style-type: none"> <li>• Customer Relation Management</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Discussion</li> <li>• Student-centered: Cooperative learning</li> </ul>
<b>5</b>	Unit 5 : Integrated Communications <ul style="list-style-type: none"> <li>• Definition</li> <li>• Integrated Communications tools for Brand Building and Corporate Reputation</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Case study</li> <li>• Student-centered: Cooperative learning</li> </ul>
<b>6</b>	<b>Mid-term Examination</b>	2	<ul style="list-style-type: none"> <li>• Paper test</li> </ul>
<b>7</b>	Unit 6 : Internal Communications <ul style="list-style-type: none"> <li>• Definition</li> <li>• Role &amp; Responsibility</li> <li>• Communication in Organization</li> <li>• Employee Communications/Employee Relations Function</li> </ul>	3	<ul style="list-style-type: none"> <li>• Presentation</li> <li>• Discussion</li> <li>• Student-centered: Cooperative learning</li> <li>• Group Assignment for ‘Airline Crisis Communications’</li> </ul>
<b>8</b>	Unit 7 : External Communications: <ul style="list-style-type: none"> <li>• Communicating with Mass Media</li> <li>• Mass Media Relations Function</li> <li>• Public Relations</li> <li>• Building relation with media</li> <li>• Online media strategy</li> <li>• Government Relations Function</li> <li>• Stakeholder / Investor Relations Function</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Problem solving</li> <li>• Student-centered: Cooperative learning</li> </ul>
<b>9</b>	Unit 8 : Crisis Communications  Case study	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Problem solving: VDO case study</li> <li>• Student-centered: Cooperative learning</li> </ul>
<b>10</b>	Unit 9 : Crisis Communications solving Presentation on case study: Airlines Crisis Communications	3	<ul style="list-style-type: none"> <li>• Discussion</li> <li>• Student-centered: Cooperative learning</li> </ul>

Week	Topic/Outline	Period	Learning Activities and Medias
11	Unit 10 : Evaluating Corporate Communication Success	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Discussion</li> <li>• Student-centered: Cooperative learning</li> </ul>
12	• <b>Final Examination</b>	2	• <b>Paper test</b>

## 2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p><b>1 Morals and Ethics</b></p> <p>1.1 Be able to deliver or to complete a required task at appointed time;</p> <p>1.2 Be able to do the right thing according to the values, beliefs, and principles they claim to hold;</p> <p>1.3 Be able to make decisions in business according to moral concepts and judgments.</p>	<ul style="list-style-type: none"> <li>• Attendance</li> <li>• Quizzes</li> <li>• Student behavior</li> </ul>	Throughout semester	10 %
<p><b>2. Knowledge</b></p> <p>2.1 Be able to identify the proper theories and describe important case studies;</p> <p>2.2 Be able to provide an analysis and provide the solution to real world problems;</p> <p>2.3 Be able to organize self-study and sharing information to the class.</p>	<ul style="list-style-type: none"> <li>• Quizzes</li> <li>• Midterm</li> <li>• Final</li> <li>• Group reports and presentations</li> </ul>	Throughout semester	55 %
<p><b>3. Cognitive Skills</b></p> <p>3.1 The ability to gather and</p>	<ul style="list-style-type: none"> <li>• Quizzes</li> </ul>	Throughout	20 %

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
<p>summarize information, and conduct research;</p> <p>3.2 Self-study and sharing information to the class;</p> <p>3.3 The ability to solve problems from case studies</p>	<ul style="list-style-type: none"> <li>• Midterm</li> <li>• Final</li> <li>• Group reports and presentations</li> </ul>	<p>semester</p>	
<p><b>4. Interpersonal Skills and Responsibilities</b></p> <p>4.1 Be able to use interpersonal English communication skills.</p> <p>4.2 Be able to collaborate well in teams for problem solving.</p> <p>4.3 Be able to show leadership skills.</p>	<ul style="list-style-type: none"> <li>• Quizzes</li> <li>• Group reports and presentations</li> <li>• Evaluate English skills during class</li> </ul>	<p>Throughout semester</p>	<p>5 %</p>
<p><b>5. Numerical Analysis, Communication and Information Technology Skills</b></p> <p>5.1 Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences, use statistics and mathematics to solve air transport business problems by using basic ICT skills and apply them daily.</p> <p>5.2 Be able to use ICT skills and</p>	<ul style="list-style-type: none"> <li>• Quizzes</li> <li>• Group reports and presentations</li> </ul>	<p>Throughout semester</p>	<p>10 %</p>

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
apply them.  5.3 Be able to use ICT in the work place and apply numerical analysis in communication.			

### 3. Assessment Evaluation

Assessment Plan		Attendance / Punctuality (10%)	Individual Assignment (10%)	Group Assignment (15%)	Group Assignment Participation (5%)	Quiz (10%)	Midterm Examination (20%)	Final Examination (30%)	Total Five Domains
<b>1. Morals and Ethics (10%)</b>									
- Be able to deliver or to complete a required task at appointed time		2	1		1	1			5
- Be able to do the right thing according to the values, beliefs, and principles they claim to hold		2				1			3
- Be able to make decisions in business according to moral concepts and judgments				1	1				2
<b>2. Knowledge (55%)</b>									
- Be able to identify the proper theories and describe important case studies (Individual presentation and Examination)			4	1		2	8	20	35
- Be able to provide an analysis and provide the solution to real world problems (Quiz/Individual presentation and Group presentation)				2	1	3	5		11
- Be able to organize self-study and sharing information to the class (Presentation)		2	2	5					9
<b>3. Cognitive skills (20%)</b>									
- The ability to gather and summarize information, and conduct research (In-class practice)		2	1						3
- Self-study and sharing information to the class			1						1
- The ability to solve problems from case studies (Examination and Report – if any)				1			6	9	16
<b>4. Interpersonal skills and Responsibilities (5%)</b>									

Assessment Plan	Attendance / Punctuality (10%)	Individual Assignment (10%)	Group Assignment (15%)	Group Assignment Participation (5%)	Quiz (10%)	Midterm Examination (20%)	Final Examination (30%)	Total Five Domains
- Be able to use interpersonal English communication skills	1		1					2
- Be able to collaborate well in teams for problem solving			1	1				2
- Be able to show leadership skills			1					1
<b>5. Numerical Analysis, Communication and Information Technology Skills (10%)</b>								
- Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences		1	1			1	2	3
- Be able to use ICT skills and apply them	1				2			4
- Be able to use ICT in the work place and apply numerical analysis in communication			1					3
<b>Total</b>	<b>10</b>	<b>10</b>	<b>15</b>	<b>5</b>	<b>10</b>	<b>20</b>	<b>30</b>	<b>100</b>

**\*Remarks:**

1. The students must attend the class at least 80%.
2. The assignments due date must be submitted on time unless in agreement between the lecturers and the students
3. The students will decide for the team scoring individually for their friends in Group assignment participation 5%.
4. The individual and group assignment evaluation will be based on Content, English skill, and Personality.

## Section 6 Learning and Teaching Resources

### 1. Textbook and Main Documents

Em Griffin, Andrew Ledbetter, and Glenn Sparks. (2019). *A First Look at Communication Theory (Tenth Edition)*. McGrawHill Education.

IATA Course Textbook (2012) *Introduction to the Airline Industry*. IATA Training and Development Institute. Canada.

Paul A. Argenti (2009) *Corporate Communication*. Singapore: McGraw-Hill.

### 2. Important Documents for Extra Study

Cees B.M van Riel and Charles J. Fombrun (2007) *Essentials of Corporate Communication*. USA: Routledge.

Joep. Cornelissen (2004) *Corporate Communications: Theory and Practice*. UK: TJ International Ltd.

### 3. Suggestion Information (Printing Materials/Website/CD/Others)

**Keywords for searching :** Airlines, Corporate, Communication, Operation



## **Section 7 Course Evaluation and Improvement**

### **1. Strategies for Course Evaluation by Students**

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of questions:

- 1.1 Content objectives were made clear to the students.
- 1.2 The content was organized around the objectives.
- 1.3 Content was sufficiently integrated.
- 1.4 Content was sufficiently integrated with the rest of the first-year curriculum.
- 1.5 The instructional materials used were effectively.
- 1.6 The learning methods appropriate assessed the students' understanding of the content.
- 1.7 Overall, Students are satisfied with the quality of this course.

### **2. Strategies for Course Evaluation by Lecturer**

- 2.1 Lecturers team observe the class and discuss the results as follow:
  - 2.1.1 The lecturer is well prepared for class sessions.
  - 2.1.2 The lecturer answers questions carefully and completely.
  - 2.1.3 The lecturer uses examples to make the materials easy to understand.
  - 2.1.4 The lecturer stimulated interest in the course.
  - 2.1.5 The lecturer made the course material interesting.
  - 2.1.6 The lecturer is knowledgeable about the topics presented in this course.
  - 2.1.7 The lecturer treats students respectfully.
  - 2.1.8 The lecturer is fair in dealing with students.
  - 2.1.9 The lecturer makes students feel comfortable about asking question.
  - 2.1.10 Course assignments are interesting and stimulating.
  - 2.1.11 The lecturer's use of technology enhanced learning in the classroom.

2.2 The Director /Head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

### **3. Teaching Revision**

Lecturer revises teaching/learning process based on the results/review from the students' survey questions, the lecturer team's observation, results from the research on 'The communicative innovation for Airlines' and classroom research. In case of the students were unable to understand, the lecturers will try to use the alternative ways to explain to be cleared and testing.

### **4. Feedback for Achievement Standards**

International College Administrator Committee monitor to assessment process and Grading.

### **5. Methodology and Planning for Course Review and Improvement**

- (1) Revise and develop course structure and process every two years.
  - (2) Assign different lecturers to teach this course to enhance students' performance.
-

**Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level**

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills			6. Other Domain i.e., Learning Management Skills		
	● Major Responsibility									○ Minor Responsibility								
Course Category – Required Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code : ABI 2208 Communication Management	●	○	○	●	○	○	●	○	○	○	●	○	●	○	○	○	○	○