

POLI ESCOLA SUPERIOR EDUCAÇÃO COMUNICAÇÃO DESPORTO TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.012.03
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Course	Social Education Gerontology					
Subject	Techniques and Strategies of Attendance					
Academic year	2023/2024	Curricular year	1st	Study period	2nd semester	
Type of subject	Compulsory	Student workload (H)	Total: 75	Contact: 30	ECTS	3
Professor(s)	Guilherme Francisco Rosa Monteiro					
<input checked="" type="checkbox"/> Area/Group Coordinator <input type="checkbox"/> Head of Department	Joaquim Manuel Fernandes Brigas					

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

1. Know the fundamentals of communication.
2. Understand the concepts related to organizational communication.
3. Frame the client service like a tool in image organizational.
4. Know the main papers of client service.
5. Understand and apply techniques in client service, phone service and of electronic attendance.
6. Know how to deal with complaints and hard situations.
7. Know how to use technologies of information and communication in client service.
8. Produce support tools visual, audiovisual and multimedia for the client service.

2. PROGRAMME

I - Communication Foundation

1. The importance of communication
2. The elements of the communication process
3. Different types of communication
4. How to communicate effectively

II - Organizational Image

1. Definition
2. Typology

III - Client service

1. Functions
2. Clients
 - 2.1. Internal
 - 2.2. External

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3. Qualities of a professional
 - 3.1. The technical qualities
 - 3.2. The personal qualities
 - 3.3. The ethical qualities
4. Types of client support
 - 4.1. Face-to-face client service
 - 4.2. Client service via phone

IV - Complaints

1. The importance of complaints
2. Types of complaints
3. Strategies for resolving complaints

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

Client service is an activity guided by respect and competence towards clients. For some specific audiences, such as the elderly, client service is very important to the institution. Thus, we must count on professionals who perform their functions with quality in this context. This curricular unit will try to provide the most important concepts in client service, that is, in its inclusion in the scope of Organizational Communication and lead students to deal with the reality of research work, dramatization and other actions.

4. MAIN BIBLIOGRAPHY

Mandatory:

Apontamentos de Técnicas e Estratégias de Atendimento elaborados pelo docente.

CARRERA, Filipe (2012), *Comunicar 2.0 – A Arte de Bem Comunicar no Século XXI*, Lisboa: Edições Sílabo.

MENDES, António Marques e PEREIRA, Francisco Costa (2006), *Crises – De Ameaças a Oportunidades: Gestão Estratégica de Comunicação de Crises*, Lisboa: Edições Sílabo.

MOREIRA, Isabel (2010), *A Excelência no Atendimento*, Lisboa: Edições Lidel, 2.ª edição.

MONTEIRO, Ana Cristina, CAETANO, Joaquim, MARQUES, Humberto e LOURENÇO, João (2008), *Fundamentos de Comunicação*, Lisboa: Edições Sílabo, 2.ª edição.

REGO, Arménio (2013), *Comunicação Pessoal e Organizacional: teoria e prática*, Lisboa: Edições Sílabo, 3.ª edição.

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5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

Lectures, simulation of situations, individual and group research, debate, case studies. Learning environment: classroom/school spaces.

Evaluation weighting:

Evaluation elements	Percentage	Values
Design and presentation	50%	10 values
Test	50%	10 values
Total	100%	20 values

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

The Curricular Unit is organized according to a theoretical-practical component. The theoretical-practical component, essentially constituted by theoretical-practical classes, in large groups, aims to respond to the objective: to understand the meaning of the concepts of Communication, Service and Receptionism and their implications in the communicational system, as well as, their impact on the Organizations image.

7. ATTENDANCE

In relation to the attendance regime, 2/3 attendance in classes is mandatory, so that students can be assessed continuously, according to the regulations in force at the School.

All those who do not meet this criterion will be subjected to exam periods.

8. CONTACTS AND OFFICE HOURS

E-mail: gr.monteiro@ipg.pt

Attendance office: no. 1.10

Opening hours: Tuesday, from 10 am to 1 pm, and Thursday, from 8:30 am to 10:30 am, and from 2 pm to 5 pm

DATE

18 de fevereiro de 2024

SIGNATURES

Area/Group Coordinator

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(Coordinator Professor Joaquim Manuel Fernandes Brigas)

Professor

(Adjunct Professor Guilherme Francisco Rosa Monteiro)