

OHTM Certificate

Business Communication and Customer Care

The OTHM Certificate Paper in Business Communication and Customer Care is one of four papers that make up the OTHM Certificate. This course assumes knowledge gained in the OTHM Introductory Certificate.

Aims and Objectives

The module aims to provide participants with

- A working knowledge of business communication techniques
- An understanding of the importance of customer care
- A working knowledge of customers buying behaviour patterns
- An appreciation of brand loyalty
- A working knowledge of the promotional mix

Learning Outcomes

At the end of the module students will be able to:

- Explain why it is important to understand consumer buying behaviour in the tourism and hospitality industry
- Explain the elements of the promotional mix and how these are integrated into management planning
- Explain the advantages and disadvantages of a range of communication tools available within an organisation
- Develop internal and external communications using appropriate tools to suit a range or target audiences, demonstrating an understanding of customer behaviour and customer information
- Select appropriate verbal and non-verbal communications with people inside and outside the organisation
- Demonstrate the importance of customers and customer service and apply customer care principles to create positive relationships with customers in a variety of contexts
- Produce, in to an acceptable level, letters, memoranda, emails, reports, press releases, recruitment advertisements, notices, newsletter/brochure copy
- Describe the communication process and identify barriers to communication
- Use accurate and appropriate English in a variety of business communications
- Present data accurately and unambiguously in graphical and written format