

## **Course designation**

Public Relations and Customer Service in the Firefighter Profession

## **Scope**

Proposal to enhance the training offer of the Higher School of Technology of Abrantes (ESTA) of the Polytechnic Institute of Tomar (IPT), through the micro-credentialing course in Public Relations and Public Service in Firefighter Profession, from an operational application perspective. In this sense, the present proposal for the creation of the course Public Relations and Public Service in Firefighter Activities is submitted, with 3 ECTS, corresponding to a total of 81 hours of work, of which 25 are contact hours.

## **Context**

Public Relations and Customer Service in the Firefighter Profession are characterized by communication techniques that the sender needs to master so that the receiver understands and unequivocally integrates the information provided. Usually, contact with a Fire Department Communications centre occurs following situations of emotional imbalance on the part of the public. Therefore, the operator's response must be appropriate to the situations presented by the public.

## **Target Audience**

Operators of Communications Centres in Fire Departments and other interested parties.

## **Places**

The maximum number of places is 30 (thirty). This micro-credentialing will only operate with a minimum of 10 (ten) enrolled participants.

## **Curricular Structure**

1. General concepts of communication
2. Attitudes, behaviour, and communication
3. Verbal and non-verbal communication
4. Barriers to communication at the sender level
5. Barriers to communication at the message level
6. Active listening and assertiveness
7. Customer service
8. In-person public service
9. Telephone servi
10. Written contacts and on social media
11. Public relations - In intervention and prevention

## **Assessment Method**

Written exam – 100%



## Proposal for Training

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ESTT

Course designation: Public Relations and Customer Service in the Firefighter Profession

Course training area (CNAEF): 310

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### 1. Objectives

Apply customer service techniques in managing relationships with the public.

Recognize the role of Public Relations in the activities of firefighters.

Duration: 81 total hours, 25 of which are contact hours.

### 2. Career opportunities

### 3. Target audience

Operators of communication centres for fire departments and decentralized structures of the National Authority for Emergency and Civil Protection, as well as other candidates interested in this area.

Notes:

Possibility of conducting classes in both in-person and remote (synchronous)

Date: 15/03/2023

Signature:

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