

Code - Course	<b>063216 – Tourism Marketing and communication</b>		
Thematic Area	Organizational Strategy	Year	Third
Course Type	Obligatory	Credits	6 cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	90 hours

### BRIEF COURSE DESCRIPTION

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Marketing is one of the relevant areas within the business management which, together with the other areas: finance, human resources, production (or servuction), management control, etc., constitute the mechanisms that allow an organization to achieve their objectives.

Thus, within the operational marketing activity, there are a number of different tools available (product, service, brand, price...) which help us achieve our goals.

Commercialization and communication are, undoubtedly, some of these key tools, as they take a large share of the marketing investment and are highly related to the marketing objectives.

The strategies and actions designed for these two fields are currently opting for their on-line implementation, but without forgetting the traditional off-line system, two methods which coexist coherently.

This subject aims at giving students the key competencies and skills necessary to understand and be applied in these fields as well as providing students with the tourism commercialization and communication tools.

### BASIC SKILLS

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BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

### GENERAL SKILLS

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GS03- Have initiative and an entrepreneurial spirit.

GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.

### SPECIFIC SKILLS

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SS09- Understand and use information technology and information management systems in tourism

SS10- Market tourism products, services, and projects

## ACADEMIC CONTENTS

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1. Marketing as a decision-making tool for business management.
2. Tourism communication: concept, techniques and strategies.
3. Tourism commercialization: concept, channels and strategies.

## LEARNING METHODOLOGY

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The learning methodologies for the course include a wide range of different actions in order to respond to the students' need for the acquisition of the key competencies set for the subject and which imply the development of a number of capacities related to the learning of processes and applicability of skills in the business environment by means of the following methods:

- Lectures
- Explanatory lessons
- Guided discussions
- Practical exercises
- Problem-based learning

## ASSESSMENT SYSTEM

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The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

**Continuous Assessment** consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

**Single Assessment** consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Projects delivered by the student	40 %	50 %
Individual Written Final Exam	50 %	50 %
Attendance and participation	10 %	---

### **Review and Reassessment of the Course**

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

### REFERENCES

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