

Code - Course	e-Marketing in the Hospitality Industry		
Thematic Area	Hotel marketing management	Year	Third / Fourth
Course Type	Optional (Hotel management specialization)	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

BRIEF COURSE DESCRIPTION

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.

Today, marketing strategies and actions are opting for their on-line implementation, but without forgetting the traditional off-line system, two methods which coexist coherently. This is a reality which is confirmed by the fact that more budget is assigned for the on-line system in comparison to the off-line option in order to respond to the new behaviors of users, who are regularly and increasingly using tools such as mobile devices, searching on the internet (Google), websites, social media, etc.

This subject aims at giving students the key competencies and skills necessary to understand and put into practice this specific field of online marketing (eMarketing).

GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.

SPECIFIC SKILLS

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

SS10- Market tourism products, services, and projects

ACADEMIC CONTENTS

1. Concept of e-Marketing.
2. Inbound or Attraction Marketing: tools to attract website visitors.
3. Conversion: tools and strategies to convert and keep website visitors.

4. Measuring: web analytics tools.

LEARNING METHODOLOGY

The teaching-learning methodology applied to this subject combines a number of key elements, which in a complementary way, help students achieve the skills and competencies specified above.

Listed below are the tools and elements used in a general way for the subject. However, this proposal does not exclude the use of other methodologies that may be considered necessary as well.

- Lectures
- Explanatory lessons
- Guided discussion
- Practical exercises
- Case studies
- Problem-based learning

ASSESSMENT SYSTEM

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	20 %	40 %
Individual Written Final Exam	60 %	60 %
Attendance and participation	20 %	---

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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