



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Academic year 2020/2021

Code-Course	062217 - Tourism Communication		
Year	2º	Credits	3 cr ECTS
In-class hours	30 hours	Hours of individual work	45 hours
Thematic Area	Marketing and Commercialization	Course Type	Compulsory Subject

### BRIEF COURSE DESCRIPTION

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Communication is one of the key tools in marketing operations; it represents a large part of a company's investment and it is very directly related to the objectives of the company and its interaction with the market.

Communication is essential in order to inform, persuade and remind consumers directly or indirectly of the products and services offered by companies; this subject aims to provide students with key skills to understand and effectively apply the most relevant tourist communication tools, as well as the effective management of the brand communication strategy.

### 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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GS02- Have business vision.

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



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### SPECIFIC SKILLS

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

### LEARNING METHODOLOGY

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The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

### ASSESSMENT SYSTEM

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The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

**Continuous Assessment:** the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

**Single Assessment:** for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.