



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

Academic year 2020/2021

Code-Course	064431 - e-Marketing in the Hospitality Industry		
Year	4º	Credits	3 cr ECTS
In-class hours	30 hours	Hours of individual work	45 hours
Thematic Area	Marketing and Commercialization	Course Type	Optional Subject

## 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.

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

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GS02- Have business vision.

GS06- Be customer-oriented.

## 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



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### 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.