



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Bachelor's Degree in Tourism

Code - Course	064604 – Marketing Strategies: “Branding” and “Content”				
Year	4th	Credits	4.5 cr ECTS		
Thematic Area	Marketing and Commercialization	Course Type	Core Subject		
In-class hours	36 hours	Teacher-led learning hours	36 hours	Individual work hours	40.5 hours

### BRIEF COURSE DESCRIPTION

This subject will help students understand digital marketing strategies and its SEO, SEM and SMO Applications. Students will also learn how to launch PPC campaigns through Google Ads and what lead capture and service conversion strategies are. They will also learn how to carry out social media Planning and how to manage branding and internet content. Last but not least, they will learn how to create and manage campaigns on Facebook Ads, and get started into the fascinating world of pay digital marketing on social media.

We will study the most successful cases of tourism digital marketing on social media or PPC. We will also learn how to plan, create and manage SEO campaigns with a view to making a proposal for the optimization of a website.

Students will be introduced to a practical vision of the main marketing project management calculations and planning channels. The skills provided by this subject will enable students to create their first Google Ads or Facebook Ads campaigns and will give them the necessary tools to work in the digital marketing department of a tourist company.

### BASIC SKILLS

BS05- Students must develop the necessary learning skills to undertake further studie with a high grade of autonomy.

### SPECIFIC SKILLS

SS10- Market tourism products, services and projects.

SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Bachelor's Degree in Tourism

### LEARNING OBJECTIVES

---

1. Understand the concept of brand and know the different strategies associated with it.
2. Understand the basic concepts that are part of an organization's communication policy, focusing on the brand.
3. Address the various means of managing the digital content of brands and institutions.
4. Develop the necessary abilities to generate narrations with an effective impact.
5. Know the new tendencies of application to the artificial intelligence in tourism.

### ACADEMIC CONTENTS

---

#### Unit I: Digital Marketing Strategy

- Marketing Plan and Digital Marketing Plan
- Digital SWOT
- Strategies, goals and tactics
- Buyer persona
- Conversion Funnels

#### Unit II: Branding Strategies

- Brand identity, image, culture and personality
- Brand Building and Recognition
- Brand positioning
- Branding Strategies

#### Unit III: SEO and inbound marketing

- Search Engines and content: SEO
- Keyword planning
- Inbound and e-mail marketing
- Strategies
- Database management
- Copy for e-mail marketing



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Bachelor's Degree in Tourism

### Unit IV: Organic Content Strategies

- Content Marketing
- Organic Content Planning
- Algorithms on Social Media
- Building organic campaigns on different Social Media: Instagram, LinkedIn, TikTok...
- KPIs for organic campaigns

### Unit V: Paid Strategies: Facebook & Instagram Ads

- Introduction to the tool. When to use it?
- Pixel, events and audiences
- Typology of campaigns
- Campaign analysis
- ROAS, ROI, KPI and measurement

### Unit VI: Paid Strategies in other Social Networks

- LinkedIn / Pinterest / TikTok ads

## LEARNING METHODOLOGY

---

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Bachelor's Degree in Tourism

### ASSESSMENT SYSTEM

---

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.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Active participation and attending	Individual	10%	-	
Activity 1: Brand Analysis	Group	20%	20%	Week 4
Activity 2: Individual Documentation Deck	Individual	10%	10%	Week 4
Activity 3: Content campaign & Planning	Group	20%	20%	Week 8
Individual Final Exam	Individual	40%	50%	t.b.d.
	TOTAL	100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

### Revision and Reassessment of the Course



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Bachelor's Degree in Tourism

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

### REFERENCES

---

Seth Godin, *This is Marketing: You Can't Be Seen Until You Learn To See*. Ed Portfolio.

Alina Wheeler, *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, 4th Edition

Florian Kaefer, *Insider's guide to place branding: shaping the identity and reputation of cities, regions and countries*. Springer

David Meerman Scott, *Fanocracy: Turning Fans Into Customers and Customers Into Fans*. Ed Portfolio

Christopher Bones, James Hammersley, Nick Shaw, *Optimizing Digital Strategy*. Ed Kogan Page Limited.

Ian Dodson, *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. Ed Willey