



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064606 - Optimization of Digital Tourism Platforms		
Year	4º	Credits	4,5 cr ECTS
In-class hours	45 hours	Hours of individual work	68 hours
Thematic Area	Digital Business	Course Type	Core Subject

BRIEF COURSE DESCRIPTION

This subject will help students understand how to optimize digital tourism platforms with a view to constantly analyze them for continuous improvement.

The subject is oriented towards gradually preparing students to elaborate and implement a sound online strategy and become familiar with SEO, SEM and PPC techniques and with decision-making skills. All this, from the point of view of digital marketing experts.

We will work applying the most suitable analysis tools for each part of the customer journey. We will also learn about examples that will be contrasted via A/B testing.

The teaching of the subject will be done through practical learning by using web analytics of google analytics, data analysis systems and coloring maps.

Students will learn through clear real cases that have a global and practical scope to help them understand what tools may improve digital projects; upon taking this subject they will be prepared to work in a digital marketing environment, understand its secrets and players and they will also be able to put into practice the marketing tools of the future.

BASIC SKILLS

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

GENERAL SKILLS

GS03- Have initiative and an entrepreneurial spirit.



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LEARNING METHODOLOGY

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

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.