



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master in Tourism Business Management

Code - Course	590005 – Online customer acquisition and customer loyalty strategies		
Course year	1	Credits	6 ECST
Thematic Area	Customer experience	Course type	Optional
In-class hours	42 hours	Hours of individual work	108 hores

BRIEF COURSE DESCRIPTION

The aim of this course unit is to introduce students to the different elements used to develop the customer acquisition and the customer loyalty online. There is no doubt that this is a very changing field and closely related to revenue generation and, therefore, to ROI optimization.

Search engine optimization and online communication are the two main contents that students will learn throughout this course unit.

BASIC SKILLS

BS9- Students should be able to clearly and unambiguously communicate their conclusions as well as the knowledge and ultimate reasons supporting them to both specialized and non-specialized audiences.

GENERAL SKILLS

GS5 - - Have initiative and an entrepreneurial spirit.

GS6 – Apply the information and communications technologies to the optimization of effectiveness in the organization.



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SPECIFIC SKILLS

SS2 – Design and implement marketing and communicative strategies to respond to new emerging business opportunities in this sector.

ACADEMIC CONTENT

1. Search engine optimization: SEO, SEM.
2. Online communication: e-advertising, digital PR, mobile MK, email MK...

LEARNING METHODOLOGY

This is a face to face course where students will carry out theoretical and practical activities to work the different contents. Case studies will be conducted in order to contextualize the concepts addressed in each lesson. Students' active participation will be essential for the correct progress of the course.

Courses are given by a group of teachers and professionals of tourism, e-marketing and internet fields. Coordinators are there to stimulate educational process and to provide course tracking.

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 assessment along the academic year or a single assessment at the end of the established period of time.

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. Attending a minimum of 80% of the classes is required to follow this system.



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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.

Evaluation systems	Continuous	Single
Individual	50 %	50 %
In group	50 %	50 % ¹

Review and Reassessment of the Course

The student has the right to review 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 reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

¹ If the student is assessed by means of the final examination, he or she will do this activity individually.



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REFERENCES

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