



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# SYLLABUS

## Master in Tourism Business Management

Code - Course	590001 – Marketing management		
Course year	1	Credits	3 ECST
Thematic Area	Tourism business administration and management	Course type	Compulsory
In-class hours	63 hours	Hours of individual work	162 hours

### BRIEF COURSE DESCRIPTION

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The aim of this unit course is to introduce students to the marketing conceptual foundations and practical basis which will allow them to develop strategies and actions to use online in the current competitive markets.

From a broad tourism business perspective, this unit will allow students to understand the new characteristics they must take into account in order to achieve maximum profitability. Students will also learn to combine traditional strategies with new tools, views and concepts brought by Internet.

### BASIC SKILLS

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BS8- Students should be able to integrate knowledge and meet the challenge posed by the complexity of formulating judgments based on information which, despite being incomplete or emulated, allows for the inclusion of reflections on the social and ethical responsibilities related to the application of their knowledge and judgment.

BS10- Students should gain learning skills that allow them autonomous or self-directed lifelong learning.



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### GENERAL SKILLS

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GS1 – Business oriented.

GS2 – Exercise leadership.

GS5 - Have initiative and an entrepreneurial spirit

### SPECIFIC SKILLS

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

SS8 – Develop an effective negotiation process with the service providers.

### ACADEMIC CONTENT

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- Online and offline marketing management in tourism companies and organizations.
- Customer experience management as a key element in the tourism companies and organizations marketing strategy.
- Online and offline market research as a key element in the tourism companies and organizations marketing strategy.
- Branding as a key element in tourism companies and organizations marketing strategy.
- Online and offline communication and marketing as a key element in tourism companies and organizations marketing strategy.

### LEARNING METHODOLOGY

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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



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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 marketing and branding fields. Coordinators are there to stimulate educational process and to provide course tracking.

### ASSESSMENT SYSTEM

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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.

**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
Tasks done by the student	40 %	40 %
Final witten exam	60 %	60 %



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### 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.

### REFERENCES

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PABLO, R. (2004): Las nuevas tecnologías aplicadas al sector turístico. Madrid. Ed. Ramón Areces.

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