



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master in Tourism Business Management

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|----------------|---------------------------------|--------------------------|----------|
| Code - Course | 590029 – Web Page design | | |
| Course year | 1 | Credits | 3 ECTS |
| Thematic Area | Marketing and Commercialisation | Course type | Elective |
| In-class hours | 21 hours | Hours of individual work | 54 hours |

BRIEF COURSE DESCRIPTION

This course aims to bring students closer to the most creative side of marketing, through the design of digital spaces that allow users to interact with companies. Thus, the aim of this subject is to generate a preliminary web project that allows students to activate creative, strategic and critical thinking, in order to, in the future, develop the project through the use of specific software and platforms.

BASIC SKILLS

BS6- Possess and understand knowledge that provides a basis or opportunity to be original in the development and/or application of ideas, often in a research context.

GENERAL SKILLS

GS3 - Capacity for organisation and planning.

GS5 - Undertake innovative and creative projects.

SPECIFIC SKILLS

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

SS5 - Manage the quality of tourism products and services, using different tools, systems and quality and environmental standards available.



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SS7 - Plan, coordinate and control the organisational and service processes in all areas of an event.

SS9 - Apply the political, legal and institutional framework that regulates companies and tourism activities and projects.

ACADEMIC CONTENT

1. Fundamentals of the web pre-project.
2. Information architecture and colour theory
3. Usability: User Experience (UX) and User Interaction (UI)
4. Web structure theory
5. Web pre-design (pre-project design): sketching, wireframe, wireflow, and mockup.

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.

A group of teachers and professionals of marketing and branding fields give courses. 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.



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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. 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 SYSTEM | Continuous | Single |
|---|------------|--------|
| Activity Individual 1 (tests written , instruments based on observation) | 60% | 100% |
| Activity Group (work performed by the the student , instruments of paper) | 40% | 0% |

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.



Centre adscrit



UNIVERSITAT DE
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SYLLABUS

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

REFERENCES

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SYLLABUS

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