| Code - Course | 590030 – Website development | | |
|---|---|---|---|
| Course year | 1 | Credits | 6 ECTS |
| Thematic Area | Marketing and Commercialisation | Course type | Elective |
| In-class hours | 42 hours | Hours of individual work | 108 hours |

## BRIEF COURSE DESCRIPTION

This subject aims to provide students with the different elements that must be combined to carry out the correct management of a tourism business in the digital sphere, highlighting the basic role of the design of a Web project by the use of a CMS.

## BASIC SKILLS

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

## GENERAL SKILLS

GS3 - Organisational and planning skills.

GS5 - Undertake innovative and creative projects.

## SPECIFIC SKILLS

SS2 - Design and implement commercial and communication strategies that respond to the new business opportunities emerging in the sector.

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

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. Theory and fundamentals of web development through the use of a CMS

2. The web server and its components: domain, hosting, CMS installation

3. Website structure and page layout

4. Implementation of the web project

5. Usability factors: UX and UI testing

6. New trends in UX: chatbots

7. Mobile marketing, the importance of adaptability

## LEARNING METHODOLOGY

The course will be based on work sessions, of a theoretical-practical nature, in which the various previously defined contents are dealt with. Case studies are carried out to help contextualise the concepts dealt with in each subject, in which student participation will be fundamental for the monitoring of the subjects

## ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning about 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. 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 | Continous | Single |
|---|---|---|
| Individual Activity 1 ( tests written , instruments based on observation ) | 30% | 40% |
| Group Activity  (work performed by the student , instruments of paper ) | 20% | 0% |
| Individual activity 2 (written tests, instruments based on observation, work done by the student) | 50% | 60% |

A minimum mark of "5" is required to pass the course.

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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