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UNIVERSITAT DE
BARCELONA

SYLLABUS

Master in Tourism Business Management

Code - Course	590032 – Social media management		
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 subject aims to bring students closer to the most interactive part of a company with its customers, competitors and target audience. It is about the Social Media environment and all its components.

In order to raise awareness of this important part of Digital Marketing known, so present in the consumption of experiences, the students will work with the necessary tools for planning, development and analysis.

BASIC SKILLS

BS7 – Students are able to apply the knowledge acquired and their problema-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

GENERAL SKILLS

GS1 - Business orientation

GS3 – Organisational and Planning skills.

GS6 - Apply the tools of information and communication technologies to optimize effectiveness in the organization.



Centre adscrit



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GS7 - Identify, pose or solve a problem in a relevant and creative way, interpreting and critically evaluating the results obtained.

SPECIFIC SKILLS

SS3 - Incorporate new information and communication technologies in the development of new management and marketing models that strengthen the competitiveness of tourism companies and organizations.

ACADEMIC CONTENT

1. Social Media Marketing: Fundamentals and Evolution
2. From strategy to action on the main Social Networks
3. Social Media Analytics

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



Centre adscrit



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BARCELONA

SYLLABUS

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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.

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



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master in Tourism Business Management

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UNIVERSITAT DE
BARCELONA

SYLLABUS

Master in Tourism Business Management

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