

BACHELOR'S IN TOURISM MANAGEMENT



UCAM
UNIVERSIDAD CATÓLICA
DE MURCIA



learn.
do.
live.

General Information

Location: UCAM Universidad, Murcia (Spain)

Commencement: October

Duration: 4 Academic Years

Seats: 25

Credits: 240 ECTS

Language: English

Tuition Fee: €5,900

Contact

International Admissions Office

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Plan of Studies 2018/19

1st YEAR

SUBJECT	SEMESTER	TYPE	ECTS
Tourism Market Structure	1 st	FB	6
Communication Theory	1 st	FB	6
English for Tourism	1 st	OB	6
Fundamentals of Accounting	1 st	OB	4,5
Tourism Legislation and Regulation	1 st	OB	4,5
Theology I	1 st	OB	3
Advertising and Interactive Communication In Tourism	2 nd	OB	4,5
Commercial Law	2 nd	OB	4,5
Fundamentals of Ethics	2 nd	OB	3
Business English	2 nd	OB	6
Geographical Analysis of Tourism Resources and Destinations	2 nd	FB	6
Business Organisation and Management	2 nd	FB	6

2nd YEAR

SUBJECT	SEMESTER	TYPE	ECTS
Fundamentals of Marketing	3 rd	FB	6
Foreign Language I	3 rd	OB	6
Fundamentals of Economics	3 rd	FB	6
Territorial Tourism Planning and Sustainability	3 rd	FB	6
Oral and Written Communication	3 rd	OB	6
Media Industries and Tourism	4 th	FB	6
Foreign Language II	4 th	OB	6
Innovation Management	4 th	FB	6
Commercial Management & Marketing	4 th	FB	6
Applied Ethics and Bioethics	4 th	OB	3
Theology II	4 th	OB	3

3rd YEAR

SUBJECT	SEMESTER	TYPE	ECTS
Consumer Behaviour	5 th	OB	4,5
Tourism and Cooperation for Local Development	5 th	OB	4,5
Events Management and Protocol	5 th	OB	6
Social Doctrine of The Church	5 th	OB	3
Statistics Applied to Tourism	5 th	OB	6
Advertising and Public Relations	5 th	OB	6
Humanities	6 th	OB	3
Cultural Heritage Management	6 th	OB	4,5
Tourism Distribution Channels and Intermediation	6 th	OB	6
Optional Course I: International Marketing Creativity in Communication Leisure and Active Tourism Management	6 th	OP	6
Market Research Methods	6 th	OB	6
Leadership and Emotional Intelligence	6 th	OB	6

4th YEAR

SUBJECT	SEMESTER	TYPE	ECTS
Sales Management	7 th	OB	4,5
Hospitality Management	7 th	OB	6
Quality Tourism Management	7 th	OB	4,5
Tourism Consulting and Research	7 th	OB	4,5
Public Management of Tourism Destinations	7 th	OB	4,5
Optional Course II: Strategic Management	7 th	OP	6
Advertising Design Applied to Tourism	7 th	OB	6
Management of Travel and Tourism Operations	8 th	OB	6
Image Management and Communication	8 th	OB	6
Bachelor's Degree Final Project	8 th	OB	6
Internship	8 th	OB	6
Optional Course III: Financial Analysis Public Relations Strategy	8 th	OP	6

Career Opportunities

The studies in Tourism broaden your professional horizons. In today's job market, a high number of professional profiles related to these studies can be found:

- Field of accommodation
- Commercial Manager
- Public Relations
- Tourist Coordinator
- Field of catering
- Director of banquets and conventions
- Catering commercial
- Field of intermediation
- PCO (Professional Congress Organiser)
- Product Manager

- Quality Product Manager
- Field of transport and logistics
- Customer service technician
- Business Manager
- Relations Manager
- Field of destination planning and management
- Manager of tourism campaigns
- Manager of promotion and marketing
- Field of product and activities
- Event management advisor
- Business manager
- Promotion and commercialization manager
- Product manager
- Field of teaching and research
- Field of consultancy
- Field of cooperation for development