



UCAM
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CATÓLICA DE MURCIA

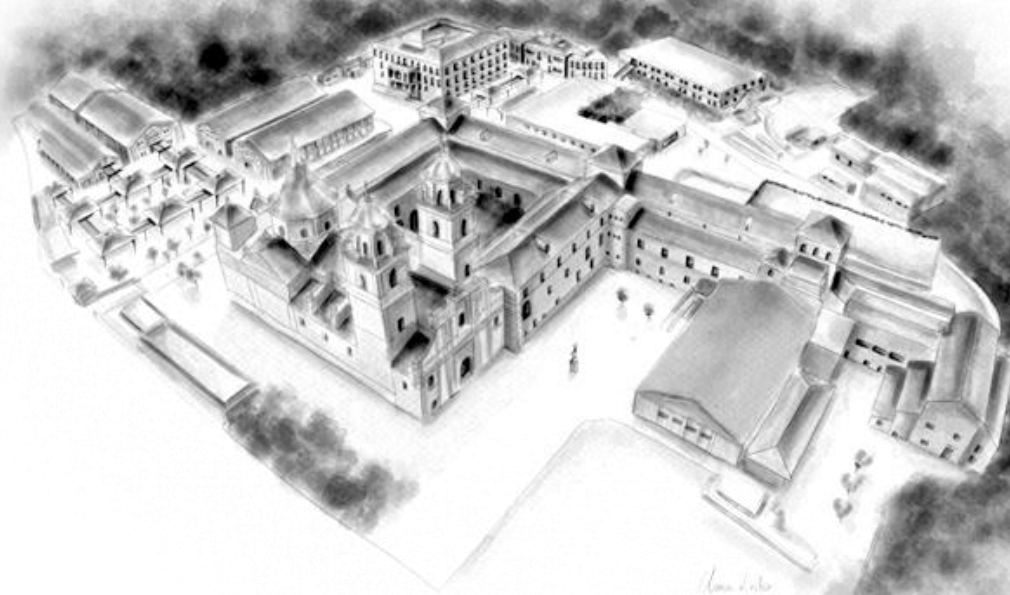
20 años
de educación,
amor y servicio

Teaching Guide 2017/2018

Seminars

Master's in Innovation and Tourism Marketing

On campus method



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Seminars

Seminars

Module: Practical Development

Subject: Seminars

Nature: Optional

Number of academic credits: 6 ECTS.

Time unit: 2nd Term.

Lecturer: Pilar Barra Hernández PhD.

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Module Coordinator: Ginesa Martínez del Vas/Pilar Barra Hernández

Brief subject description

Seminars as part of the Curricular activities are aimed to complement students multidisciplinary training through the practical application of knowledge and skills acquired during the Master and of course, to facilitate their entry into the labor market.

Previous requirements

In order to maximize learning outcomes of this subject, students should have prior knowledge of marketing and tourism, although, it is understood that the student has been acquiring these basic skills throughout this course.

Objectives of the subject

1. That students can identify in tourism industry the knowledge acquired throughout their curriculum.
2. Students is impregnated with the reality of tourism industry: strategies, marketing plans, development, innovation, etc.

Competences and leaning results

Basic Competences

G1: To know how to implement the acquired knowledge and have the resolution capacity of those problems related to innovation and marketing within the touristic field.

G2: To be able to draw up reflections about the ethical and social possibilities that take part in within the touristic field by integrating knowledge and information.

Seminars

G3: To acquire abilities by means of the teaching-learning process that allows them to go on with self-training within to innovation and marketing.

G4: To acquire and consolidate the initiative and the entrepreneurial spirit to start projects related to innovation and marketing within the touristic field.

Specific Competences

CEM4: To know innovation culture in the touristic organization and business.

CEM5: To know how to create the necessary business framework to favor the development of the business innovation culture.

CEM6: To know how to apply different advanced techniques in high strategic and operative management, focused on the design of touristic products or “microproducts” (gastronomic, patrimonial, cultural, etc.) based on innovation and competitiveness.

CEM7: To be able to identify and manage key processes and carry out the continuous process improvement.

CEM10: To know the concepts of a culture, attitudes and behaviors directed to innovation and marketing in the touristic field.

CEM13: To know how to apply the principles of innovation national and international programs to the reality of the different touristic labor environments.

CEM18: To understand and have a good command of marketing strategies based on innovation in the touristic field.

Methodology

Methodology	Hours	Hours of face to face work	Hours of non face to face work
Theoretical exposition	27	45 hours (30 %)	105 (70%)
Discussion groups, Seminars	9		
Assessment	9		
Task preparation and exposition	105		
TOTAL	150	45	105

Seminars

Syllabus

A syllabus for seminars is not available, due to the course features.

Relation to other disciplines of the study program

Seminars are closely related to all subjects of the master

Assessment system

February/June Call:

The assessment system will be as follows:

Presentation in class of a theoretical assignment/case study: 70%

Participation and submission of assignments (individual or group): 30%

Bibliography and reference sources

Basic bibliography

A bibliography for seminars is not available, due to the course features.

Webs related

Web list related to seminars is not available, due to the course features.

Study recommendations

No need.

Instructional materials

It will be uploaded to Virtual Campus