



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

# Teaching guide 2018/2019

## Master final project

Master's in Innovation and Tourism Marketing

On campus method

## Index

<b>Final project .....</b>	<b>3</b>
<b>Brief subject description.....</b>	<b>3</b>
<b>Previous requirements.....</b>	<b>3</b>
<b>Objectives of the subject .....</b>	<b>3</b>
<b>Competences and leaning results.....</b>	<b>4</b>
<b>Syllabus.....</b>	<b>5</b>
<b>Relation to other disciplines of the study program .....</b>	<b>5</b>
<b>Assessment system .....</b>	<b>5</b>
<b>Bibliography and reference sources.....</b>	<b>6</b>
<b>Webs related .....</b>	<b>6</b>
<b>Instructional materials .....</b>	<b>6</b>

## Master Final Project

Module: **Final project**

Subject: **Master final project.**

Nature: **On campus**

Number of academic credits: **6 ECTS.**

Time unit: **2<sup>nd</sup> Term.**

Lecturer: Margarita Capdepón Frías, PhD.

E-mail: [mcapdepon@ucam.edu](mailto:mcapdepon@ucam.edu)

Module Coordinator: Margarita Capdepón Frías, PhD.

## Brief Description

The Final Project consists in the development of an academic work; the result should include and reflect all the skills learned by the student during the academic year of this master. At all times the student will be guided and a tutor will be assigned to this effect.

## Previous requirements

Having passed all the subjects of the master

## Objectives of the subject

1. Apply knowledge related to the field of study
2. Know how to capture in an academic paper knowledge and conclusions the result of research in tourism innovation
3. Start to work in tourism research

## Competences and leaning results

### General 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.
- **G5:** To be able to look for and organize information from different sources and interpret the results obtained in order to elaborate reports.

### Specific Competences

- **CEM22:** To self-train in the search of information on innovation, and marketing specialized sources.
- **CEM23:** To integrate the acquired knowledge and issue judgments from an incomplete or limited information, by using the innovation and marketing touristic specialized terminology.

## Methodology

Hours of face to face work	%	Hours ECTS	Hours of non face to face work	%	Hours ECTS
5%			95%		
7,5			142,5		
Seminars	95%	7,12	Work in final project	95%	135,38
Theoretical exposition	5%	0,38	Task preparation and exposition	5%	7,12
TOTAL ...	100%	7,5	TOTAL ...	100%	142,5

## Syllabus

Students can consult the documents that will be available on virtual campus at the beginning of the course.

## Relation to other disciplines of the study program

Rest of modules.

## Assessment system

June Call:

- **Written work:** 75% of total grade
- **Public defense:** 25% of total grade

September Call:

- **Written work:** 75% of total grade
- **Public defense:** 25% of total grade

Students must obtain 5 points in order to pass. Two calls are available during the academic year: June and September. Course(s) that are not pass either in June or in September will be considered failed. Students will have to register again and pay the tuition fees for the courses failed in order to be assessed in the following academic year.

The grade system will be as follows:

FAIL

PASS

GOOD

MERIT

The grade "merit with distinction" might be awarded to students who obtain a grade higher than 9. These awards are limited to 5% of students registered in the course with the exception of courses with less than 20 students. In this case, one distinction can be awarded.

## **Bibliography and reference sources**

### **Study recommendations**

There are not study recommendations.

### **Instructional materials**

Not needed.