



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

Teaching Guide 2018/2019

Theoretical Seminars

Master's in Innovation and Tourism Marketing

On Campus method

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Theoretical Seminars

Module: **Practical Development**

Subject: **Theoretical Seminars**

Nature: **On campus**

Number of academic credits: **6**

Time unit: **2nd Term.**

Module Coordinator: Resu Rodríguez

Brief description

Theoretical Seminars consist of sessions of conferences and workshops developed by tourism experts to explain their professional experience in some specific fields of the tourism industry.

Previous requirements

No previous requirements are needed.

Objectives of the subject

1. Learn about specific issues in tourism
2. Understand the reality of tourism industry
3. Deepen knowledge about tourism practices through professionals of the industry

Competences and leaning results

General Competences

MECES 1: The student must apply the knowledge acquired and be able to solve the problems arising in new or not known environments or circumstances within widen or multidisciplinary contexts linked to their study field.

MECES 2: The student must be able to integrate knowledge and face the complexity of issuing judgments from given information, that could either be complex or limited and may also include reflection making on social and ethical responsibilities linked to their knowledge and judgments implementation.

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- MECES 3: The student can communicate his/her conclusions (and the knowledge and ultimate reasons supporting them) clearly and to both a specialized or non-specialized public without a risk of ambiguity.
- MECES 4: To provide the students with the learning skills that allow them go on studying on their own.
- MECES 5: To enable the student to acquire and understand knowledge that provides them with a basis and /or opportunity to be original in the development and /or implementation of ideas, often in research areas.
- 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.
- 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.
- 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

- 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 %)	
Discussion groups, Seminars	9		
Assessment	9		
Personal study	47,25	105 hours (70 %)	
Task preparation and exposition	31,5		
Scientific Article analysis y Bibliographic search	26,25		
TOTAL	150	45	105

Syllabus

A syllabus for internship has not been developed due to the special characteristic of the subject

Relation to other disciplines of the study program

This subject is closely related to all subjects of the Master.

Assessment system

February/June Call:

- **Individual work:** 70% of total grade
- **Attendance and participation:** 30% of total grade

September Call:

- **Individual work:** 70% of total grade

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- **Attendance and participation:** 30% of total grade

Students must obtain 5 points in each part of the course 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

Basic bibliography

A basic bibliography syllabus for Theoretical Seminars has not been developed due to the special characteristic of the subject

Complementary bibliography

A complementary bibliography syllabus for internship has not been developed due to the special characteristic of the subject

Webs related

A list of webs related has not been developed due to the special characteristic of the subject

Study recommendations

None

Instructional materials

No needed