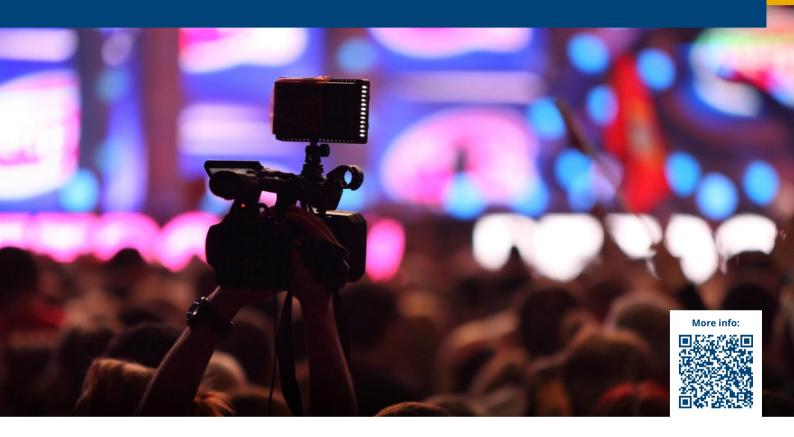


SHORT COURSE IN VIDEO TECHNOLOGY AND APPLICATIONS IN EVENTS













Objectives

- Introducing the backgrounds of video signals and interfaces.
- Studying the different technologies of cameras and video editing devices.
- Analysing the most used technologies for projecting video in events.
- Comparing the amateur and professional video equipment.
- Applying the previous knowledge to real video projects.

Additional Information

- Place: On Campus (Murcia)
- Hours: 60 hours
- **Schedule:** Monday to Friday. 09:00-14:00 or 16:00-21:00

Schedule

MODULE I. Video Basic Level			
SESSION 1	1		
09:00	Tour in UCAM + Introduction to tourism system		
11:30	BREAK		
12:00	Video Signal, Standards, formats & Interfaces		
14:00	LUNCH		
17:00	Murcia Cultural Tour		
SESSION 2			
09:00	Video Signal, Standards, formats & Interfaces		
11:30	BREAK		
12:00	Video Editing		
14:00	LUNCH		
SESSION 3			
09:00	Displays, Proyectors & Digital Conference Platforms		
11:30	BREAK		
12:00	Displays, Proyectors & Digital Conference Platforms		
14:00	LUNCH		
SESSION 4	4		
09:00	Laboratory exercises I&II		
11:30	BREAK		
12:00	Laboratory exercises III		
14:00	LUNCH		
SESSION 5			
09:00	Laboratory exercises I&II		
14:00	LUNCH		

MODULE II.	Video I	Intermed	iate	evel
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09:00

14:00

Company Visit I

IVIODOL	WODGLE II. Video litteriffediate Level				
SESSION	1				
09:00	Video Signal, Standards, formats & Interfaces II				
11:30	BREAK				
12:00	Video Signal, Standards, formats & Interfaces II				
14:00	LUNCH				
SESSION	2				
09:00	Digital Cameras Video Mixer II				
11:30	BREAK				
12:00	Video Editing II				
14:00	LUNCH				
SESSION 4					
09:00	Big Data applied to tourism & marketing. What is Big Data? Datification The Value data of Big Data examples and success stories				
11:00	BREAK				
12:00	Big Data Visualization, Big Data changes, Big Data & marketing: trends & opportunities. Big Data & tourism: a case of study				
14:00	LUNCH				
SESSION 5					

MODULE III. Positioning, Branding and Marketing Strategies for the Tourism Industry

SESSION 1				
09:00	Characteristics of tourism marketing: Introduction to marketing in the tourism industry. Understanding the marketplace and the customer needs			
11:00	BREAK			
11:30	Characteristics of tourism marketing: Introduction to marketing in the tourism industry. Understanding the marketplace and the customer needs			
14:00	LUNCH			
SESSION 2				
09:00	Strategic marketing planning: Key aspects of strategic planning. The role of marketing in the strategic planning			
11:00	BREAK			
11:30	Strategic planning challenge in the tourism industry. Case study & discussion			
13:30	LUNCH			
SESSION 3				
09:00	Positioning and Branding in the tourism industry: Tourism destination image			
11:00	BREAK			
11:30	Positioning & branding in the age of social media. Branding of destination and tourism products. Case study & discussion			
13:30	LUNCH			
SESSION 4				
09:00	Managing tourism marketing: Steps in developing an effective tourism marketing strategy. Marketing mix for the tourism industry			
11:00	BREAK			
11:30	Online marketing: new approaches to build customer relationships. Case study & discussion			
14:00	LUNCH			
SESSION 5				
09:00	-			

Services Included

Accommodation

14:00

Breakfast and lunch (excluding weekends)

Graduation Ceremony, Farewell Event

- Transport Card (Murcia city)
- Teaching materials
- UCAM welcome pack
- Murcia city guided tour
- UCAM Course Completion Certificate
- 1 company visit per week

Airport transfer to Murcia or Pick up services are not included.