UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

SHORT COURSE IN
VIDEO TECHNOLOGY AND APPLICATIONS IN EVENTS

More info:

MODALITY On Campus	**CAMPUS** Murcia	**DURATION** 3 weeks	**CREDITS** 6 ECTS	**MINIMUM** 10 students

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
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
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 Intermediate 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
09:00	-
14:00	Company Visit I

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	-
14:00	Graduation Ceremony, Farewell Event

Services Included

- Accommodation
- Breakfast and lunch (excluding weekends)
- 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.