



# MASTER'S DEGREE IN INNOVATION AND TOURISM MARKETING

DEPARTMENT OF TOURISM STUDIES - Classes from 3:00 pm to 7:30 pm (November to June)

NOVEMBER						
M	T	W	TH	F	S	SU
	1	2	3	4	5	6
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

**MODULE I. TOURISM ENVIRONMENT AND TOURISM INNOVATION**

- Welcome Days
- A new global tourism environment
- Innovation: a reality in tourism industry
- Master Thesis Seminars

DECEMBER						
M	T	W	TH	F	S	SU
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5	6	7	8	9	10	11
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JANUARY						
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**MODULE II. INNOVATION MANAGEMENT IN TOURISM INDUSTRY**

- Innovation applied to value generation
- Innovation applied to tourism processes
- Innovation applied to tourism business models
- Innovation applied to tourism business management

FEBRUARY						
M	T	W	TH	F	S	SU
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MARCH						
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**MODULE III. TECHNOLOGIES APPLIED TO TOURISM INDUSTRY**

- Technology applied to tourism
- Public support to technology development in tourism

APRIL						
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MAY						
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**MODULE IV. MARKETING MANAGEMENT AND BRANDING IN TOURISM**

- Knowledge and management of customers and markets
- Innovation and tourism marketing management

JUNE						
M	T	W	TH	F	S	SU
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JULY						
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31						

**MODULE VI. MASTER FINAL PROJECT**

- Defence of the Master Thesis (1st Call)
- Defence of the Master Thesis (2nd Call)

**MODULE V**

- Practical Seminars (elective)