Universitat de Lleida

DEGREE CURRICULUM

ONLINE COMMUNICATION AND PROMOTION STRATEGIES

Coordination: MARTIN FUENTES, EVA

Academic year 2022-23

Subject's general information

Subject name	ONLINE COMMUNICATION AND PROMOTION STRATEGIES			
Code	14281			
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Master's Degree in Social Media Marketing	1	OPTIONAL	Blended learning
Course number of credits (ECTS)	6			

Type of activity, credits, and groups	Activity type	PRAULA	TEORIA
	Number of credits	3.5	2.5
	Number of groups	1	1

Coordination	MARTIN FUENTES, EVA
Department	BUSINESS ADMINISTRATION
Teaching load distribution between lectures and independent student work	(10%) 15h presenciales (90%) 135h trabajo autònomo
Important information on data processing	Consult this link for more information.
Language	SPANISH 90%, AND ENGLISH (10%)

ONLINE COMMUNICATION AND PROMOTION STRATEGIES 2022-23

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
MARIN RABIOL, JAUME	whyjaume@gmail.com	1,5	
MARTIN FUENTES, EVA	eva.martin@udl.cat	4,5	

Subject's extra information

The subject Online Communication and Promotion Strategies in Tourism is framed in module 2 Optional "Electronic Tourism", along with the subjects: New Trends in Tourism and Advanced Tourism Information Systems

This subject begins with an overview of communication in online tourism, then goes into depth on promotional and advertising strategies as well as content creation and brand management, all applied to digital environments and through social networks.

Learning objectives

- Distinguish and understand the differential aspects of online communication in tourism.
- Know how to create and apply advertising and public relations techniques online in the tourism field.
- Value the image and brand identity of a company or tourist destination.
- Differentiate and know how to choose between different content curation and online brand communication strategies for companies and tourist destinations.
- Being able to create an online brand for both products and services and for territories.
- Knowing the basics of smart tourist destinations and use it for online promotion and communication.

Competences

General or basic competences (BC)

- Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context
- Know how to apply the knowledge acquired and have the ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to their area of study
- Being able to integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments
- Know how to communicate their conclusions - and the knowledge and ultimate reasons that support them - to specialized and non-specialized audiences in a clear and unambiguous way
- Possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous

Specific competences (SC)

- Develop a strategic plan for digital communication and brand promotion on social media.
- Measure and improve online reputation in digital environments, especially in social media

Strategic competences university (SCU)

- Analyze and synthesize ideas, data and content
- Organize and plan resources and people
- Work as a team and lead
- Reason and critically evaluate
- Quality assurance
- Work and learn independently
- Apply knowledge to practice
- Make strategic decisions that take into account specific economic, cultural, social and political conditions.
- Express yourself correctly orally and in writing
- Master a foreign language
- Mastering ICT
- Respect fundamental rights

Subject contents

1. Online communication in tourism.
2. Promotion strategies and online advertising in tourism.
3. Management and creation of tourist content online.
4. Online public relations techniques applied to tourism.
5. Image and identity brand of a company or a tourist destination
6. The territorial brand in online environments.

Methodology

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Fechas (Semanas)	Descripción	Actividad Presencial	HTP (2) (Horas)	Actividad trabajo autónomo	HTNP (3) (Horas)
Session 1	La comunicación online en turismo. Estrategias de Promoción y publicidad online en turismo.	Clase magistral Casos prácticos	4	Estudio del material, resolución de casos	35
Session 2	Gestión y creación de Contenidos turísticos online. Técnicas de relaciones públicas online aplicadas al turismo.	Clase magistral Casos prácticos	4	Estudio del material Aplicación del contenido a un caso concreto y planteamiento del trabajo	35
Session 3	Imagen e identidad de marca de una empresa o destino turístico La marca territorial en entornos online	Clase magistral Casos prácticos	4	Estudio del material desarrollo del trabajo	35
Session 4	Evaluación Final				

Evaluation

Evaluation system	Actividades de Evaluación Criterios	%	Fechas	
Project 1		29%		
Project 2		29%		
Project 3		29%		

Oral presentation of the project

13%

Bibliography

- Giner Sánchez, David (2018). *Social media marketing en destinos turísticos: Implicaciones y retos de la evolución del entorno online.* Editorial UOC.

- de Rosa, A. S., Bocci, E., & Dryjanska, L. (2019). Social representations of the European capitals and destination e-branding via multi-channel web communication. Journal of destination marketing & management.

- Dolnicar, Sara, Juvan, E., & Grün, B. (2020). Reducing the plate waste of families at hotel buffets–A quasi-experimental field study. Tourism Management, 80, 104103.

- Donohoe, H. M., & Needham, R. D. (2008). Internet-based ecotourism marketing: Evaluating Canadian sensitivity to ecotourism tenets. JouRNal of ecoTouRisM, 7(1), 15-43.

- Font, Xavier y McCabe, Scott (2017): Sustainability and marketing in tourism: its contexts, paradoxes, approaches, challenges and potential, Journal of Sustainable Tourism, 25:7, 869-883.

- Font, Xavier y Serra, J. (2017): Bases for the implementation of tourist marketing for a sustainable destination: the case of Barcelona.

- Knezevic Cvelbar, L., Grün, B., & Dolnicar, S. (2019). "To Clean or Not to Clean?" Reducing Daily Routine Hotel Room Cleaning by Letting Tourists Answer This Question for Themselves. Journal of Travel Research, 0047287519879779.

- Lalicic, Lidija, Huertas, Assumpta, Moreno, A., & Jabreel, M. (2019). Emotional brand communication on Facebook and Twitter: Are DMOs successful? Journal of Destination Marketing & Management.

- Marine-Roig, Estela, Martin-Fuentes, Eva, & Daries-Ramon, Natalia (2017). User-generated social media events in tourism. Sustainability, 9(12), 2250.

- Naciones Unidas (2020). ODS descargado el 7 de junio de 2020. Disponible desde: https://www.un.org/sustainabledevelopment/es/sustainable-development-goals/

Durant el quadrimestre es facilitaran altres lectures.