

STUDY TRACK

| COURSE | TYPE | CRED | SUBJECT | TYPE | CRED |
|--|------|------|---|------|------|
| Semester 1 | | | Semester 2 | | |
| Fundamentals of Tourism Business Management | COR | 6 | Introduction to Tourism Law and Legislation | COR | 6 |
| Territorial Resources for Tourism | | 6 | Communication theory | COR | 6 |
| Image Theory | COR | 6 | The Structure of Advertising and Public Relations | COR | 6 |
| Economics | COR | 6 | IT Tools for Communication | COR | 6 |
| English for Tourism I. Oral and written use | COM | 6 | English for Tourism II. Restaurants, Transport and Airports. | COM | 6 |
| | | | French/German I. Oral and written use | COM | 6 |
| Semester 3 | | | Semester 4 | | |
| Evolution of Advertising Forms and Processes | COM | 6 | Institutional Communication Design and Management | COM | 6 |
| Evolution of Public Relations Forms and Processes | COM | 6 | Institutional Corporate Image | COM | 6 |
| Strategic Management and Planning in Communication | COM | 6 | Marketing and Account Management | COM | 6 |
| Media Planning and Platforms | COM | 6 | Graphic, multimedia and commercial (space) design | COM | 6 |
| Scientific Research in Communication | COM | 6 | Business Communication Systems I | COM | 6 |
| English for Tourism III | COM | 6 | | | |
| Operations and Processes in Tourism Companies | COR | 6 | | | |
| Semester 5 | | | Semester 6 | | |
| Research Methods and Techniques: Media and Audience | COM | 6 | Business Communication Systems II | COM | 6 |
| Advertising Creativity | COM | 6 | Workshops on Digital Project Management in Advertising and Public Relations | COM | 6 |
| New Technologies in Communication | COM | 6 | Communication, Human Rights and Equality | COM | 6 |
| Communication for Development and Social Change | COM | 6 | The Structure of Tourism Markets | COM | 6 |
| Communication and Emotional Intelligence Workshops | COM | 6 | Cultural Heritage I | COM | 6 |
| French/German for Tourism II. Restaurants, Transport and Airports. | COM | 6 | | | |
| Semester 7 | | | Semester 8 | | |
| Finance for Tourism Companies | OBL | 6 | Direction and Management of Intermediary Tourism Companies | OBL | 6 |
| Tourism Information Systems | OBL | 6 | International and European Tourism Framework | OBL | 6 |
| Cultural Heritage I | OBL | 6 | Direction and Management of Tourist Accommodation Companies | OBL | 6 |
| ELECTIVE 1 | ELE | 6 | Tourism Economic Policies | OBL | 6 |
| ELECTIVE 2 | ELE | 6 | Fundamentals of Accounting for Tourism Companies | COR | 6 |
| | | | ELECTIVE 3 | ELE | 6 |
| Semester 9 | | | Semester 10 | | |
| | | | Territorial Planning and Sustainable Tourism | OBL | 6 |
| The Creation of Tourism Companies | | | | OBL | 6 |
| Company Internships | | | | I | 12 |
| Final Degree Project | | | | FDP | 6 |
| Final Degree Project | | | | FDP | 6 |
| ELECTIVE 4 | ELE | 6 | ELECTIVE 5 | ELE | 6 |

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| TOURISM |
| ADVERTISING |
| BOTH |

COR. Core Courses. **COM.** Compulsory. **ELE.** Elective. **FDP.** Final Degree Project