uc3m Universidad Carlos III de Madrid

Brand management of tourist destinations and cultural

Academic Year: (2019 / 2020) Review date: 11-05-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: CERVIÑO FERNANDEZ, JULIO

Type: Electives ECTS Credits: 6.0

Year : Semester :

ASSESSMENT SYSTEM

Minimun grade in final exam for continous evaluation: 3,8

% end-of-term-examination: 60

% of continuous assessment (assignents, laboratory, practicals...):