Brand management of tourist destinations and cultural

Academic Year: (2023 / 2024)

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 (60%) Test (Quizzes) sobre readings and cases: 10% Invididual Class participation of reading and cases: 10% Group project: 20%	
% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals):	40

Review date: 27-04-2023