## uc3m Universidad Carlos III de Madrid

## Brand management of tourist destinations and cultural

Academic Year: (2023 / 2024) Review date: 27-04-2023

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 (assignments, laboratory, practicals...): 40