uc3m Universidad Carlos III de Madrid

Brand management of tourist destinations and cultural

Academic Year: (2024 / 2025) Review date: 26-04-2024

Department assigned to the subject: Business Administration Department

Coordinating teacher: CERVIÑO FERNANDEZ, JULIO

Type: Electives ECTS Credits: 6.0

Year : Semester :

ASSESSMENT SYSTEM

% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals):	40

Minimun grade in final exam for continous evaluation: 3,8 (55%)

Test (Quizzes) sobre readings and cases: 10%

Invididual Class participation of reading and cases: 10%

Group project: 25%