

ADDENDUM TO THE COURSE DESCRIPTION**COURSE DETAILS**

Title (of the course): **MARKETING**

Code: **101724**

Degree/Master: **GRADO DE TURISMO**

Year: **2**

Character: **MANDATORY**

Duration: **SECOND TERM**

ECTS Credits: **6.0**

Online platform: **<https://moodle.uco.es/m1920/>**

COORDINATOR INFORMATION

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Area: **ORGANIZACIÓN DE EMPRESAS**

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THEORY AND PRACTICAL CONTENTS ADAPTATION

NOT APPLICABLE

TEACHING METHODOLOGY ADAPTATION, INCLUDING TRAINING ACTIVITIES AND TOOLS FOR DISTANCE-TEACHING IMPLEMENTATION

General clarifications on the methodology: Classroom teach adapted to online environment using the tools the University of Cordoba has provided educators with.

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Distance teaching activities	
Large group	Online classes are streamed using the "blackboard" software. Attendance records and continuous evaluation activities are carried out
Medium group	NOT APPLICABLE
Small group	NOT APPLICABLE
Tutoring	Tutoring schedules days and hours are the same but online.

EVALUATION ADAPTATION

This adaptation must be coincident with that published in the Degree/Master webpage as well as in the online Moodle platform of the course.

Instrument for evaluation	Moodle Tool	Percentage
Tests		50
Problems solutions		30
Practices book		20
Total (100%)		100 %

General clarifications on instruments for evaluation:

A grade of "NO PRESENTADO" will be given to students who have not taken part in a number of evaluable activities adding up to more than 50% of the final grade (Art. 80.4 of the Regulations for the Undergraduate Studies Academic System).

Those students who have participated in assessment activities other than the final exam whose accumulated weight towards the final grade exceeds 50%, but has not attended the final exam in the course, the teacher will record "NO PRESENTADO" in the provisional publication of the grades.

If during the review process a student does not express his disagreement with this grade, it will be confirmed as the final grade for the course. Otherwise, the student must notify the professor, and his final grade will be based on the weighted sum of all scores achieved in all assessment mechanisms completed, according to the criteria established in this addendum.

RESOURCES AND INFRASTRUCTURE

Those provided by the Vicerectorate for Digital University and Strategic Planning (<https://www.gestion.uco.es/continuidad/>).

ADDENDUM TO THE COURSE DESCRIPTION**ADDITIONAL INFORMATION**

NOT APPLICABLE

BIBLIOGRAPHY ADAPTATION. NEW RECOMMENDED ONLINE RESOURCES

NOT APPLICABLE

The methodological strategies and the evaluation system contemplated in this Course Description will be adapted according to the needs presented by students with disabilities and special educational needs in the cases that are required.