

MÓDULE	SUBJECT AREA	YEAR	SEMESTER	CREDITS	TYPE
Touristic Marketing	Hospitality Marketing	4º	1º.	6	Elective
LECTURER ⁽¹⁾			CONTACT INFORMATION FOR OFFICE HOURS		
<ul style="list-style-type: none">Ana Isabel Polo Peña			Department of Marketing and Market Research, Faculty of Economics and Business Management. Office A226; E-mail: apolo@ugr.es		
			OFFICE HOURS ⁽¹⁾		
			As published in the official web page of the University: https://directorio.ugr.es/static/PersonalUGR/*/show/9fbf8f63031125026703cd4af47c2d7a		
BACHELOR'S DEGREE IN WHICH THE COURSE IS TO BE GIVEN			OTHER BACHELOR'S DEGREES WHERE THE COURSE COULD BE GIVEN		
Tourism					
PREREQUISITES AND/OR RECOMMENDATIONS (if necessary)					
Students are required to have a sufficient level of knowledge regarding: <ul style="list-style-type: none">Marketing IntroductionMarketing Management					
BRIEF DESCRIPTION OF CONTENTS (ACCORDING TO BACHELOR DEGREE'S VERIFICATION DOCUMENT)					
<ul style="list-style-type: none">The tourist and hospitality sector.Hospitality marketing.Consumer behaviour of the hospitality customer/client.					

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See possible update in Acceso Identificado > Aplicaciones > Ordenación Docente

(∞)

This teaching guide must be completed following the "Normativa de Evaluación y de Calificación de los estudiantes de la Universidad de Granada" (<http://secretariageneral.ugr.es/pages/normativa/fichasugr/ngc7121/>)

- Segmentation and positioning in the hospitality industry market.
- The marketing mix of the hospitality enterprises.
- Differentiation strategies in the hospitality industry.
- Innovation in the hospitality industry.
- Online marketing strategy and tools in the hospitality industry.

GENERAL AND SPECIFIC COMPETENCES

- **General and basic competences:**
 - Analysis and synthesis capacity.
 - Ability to manage information.
 - Solving problems in the marketing setting.
 - Decision making.
 - Critical reasoning.
 - Ethical commitment.
 - Creativity.
 - Motivation for quality.
 - Understanding social responsibility derived from economic and business actions.
- **Basic competences:**
 - That the students know how to apply their knowledge to their work or vocation in a professional way and possess the competences that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
 - That students have the ability to collect and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific and ethical issues.
- **Cross-competences:**
 - Understanding and applying the different economic models to provide rationality to the analysis and description of aspect of reality and, to be able to know the criteria of economic choice of the different agents that make up society.
- **Specific competences:**
 - Understanding how to convert an empirical problem into a research object and draw conclusions in the field of hospitality industry.
 - Attaining a marked orientation of customer service in the field of hospitality industry.
 - Defining objectives, strategies and commercial policies in the field of the hospitality industry.
 - Managing communication techniques in the field of the hospitality industry.
 - Contributing to the management of tourist destinations.
 - Analyzing and use information and communication technologies (ICT) in the different areas of hospitality industry.
 - Appreciating the operating procedures of intermediation companies in the hospitality industry.

OBJECTIVES (EXPRESSED AS EXPECTED OUTCOMES OF THE LEARNING PROCESS)

This course is intended for the student to understand the differential aspects of marketing when it is applied, particularly in the context of the hospitality industry. The general purpose of this course is to offer the student an overview of marketing applied to the hospitality industry so that they comprehend how to correctly apply the different strategies and tools considering the perspective of a marketing manager. In short, the following objectives expressed as results of the teaching process are indicated as the student will be able to:



- Knowing the characteristics of the hospitality industry and its influence on the use of marketing strategies and tools.
- Identifying trends and challenges in the hospitality industry and the application of marketing and online marketing.
- Understanding the main characteristics of consumer behaviour in the hospitality industry and identify suitable segmentation strategies, positioning and targeting.
- Identifying strategies for the hospitality industry based on (consumer) experience, brand use, personalization and customer engagement.
- Knowing the elements that, from a marketing point of view, must be managed to offer the hospitality market competitive products and services.
- Identifying and knowing how to design an appropriate distribution strategy for hospitality enterprises considering the use of new technologies.
- Knowing the most appropriate pricing strategies and management mechanisms for hospitality enterprises.
- Identifying the most suitable promotion tools for the hospitality industry and their use from the perspective of integrated Marketing Communications.
- Identifying innovation mechanisms in the hospitality industry marketing area and the types of innovation that can be considered by hospitality enterprises.

DETAILED SYLLABUS OF THE COURSE

THEORETICAL SYLLABUS:

LESSON 1. MARKETING IN THE HOSPITALITY INDUSTRY

1. Hospitality marketing.
2. Historical development of hospitality marketing.
3. Characteristics of hospitality marketing.
4. Marketing concepts in hospitality.
5. Marketing mix in hospitality.
6. Trends and challenges in hospitality marketing.

Main textbooks:

- GURSOY, D. (2018). The Routledge handbook of hospitality marketing. Edited by Dogan Gursoy., London, [England]; Routledge, 1-315-44550-6, ISBN (Chapter 1, 2 and 47).

LESSON 2: CONSUMER BEHAVIOUR AND MARKET SEGMENTATION IN HOSPITALITY MARKETING

1. What is a hospitality consumer?
2. Market segmentation.
3. Targeting.
4. Positioning.
5. Understanding the differences and trends of niche market consumers.
6. Hospitality consumers' decision-making.
7. Hospitality consumers' information search behaviour.

Main textbooks:

- GURSOY, D. (2018). The Routledge handbook of hospitality marketing. Edited by Dogan Gursoy., London, [England]; Routledge, 1-315-44550-6, ISBN (Chapter 3, 22, 23, 24 and 47).

LESSON 3: CUSTOMER EXPERIENCES IN THE HOSPITALITY INDUSTRY

1. Customer experience and management of experiences.



2. Competences required to cocreate memorable customer experiences in the hospitality industry.
3. Customized and personalized experiences.
4. Customer delight.
5. Consumer engagement and experiences through new technologies and Social Media.
6. New technologies experiences.

Main textbooks:

- GURSOY, D. (2018). The Routledge handbook of hospitality marketing. Edited by Dogan Gursoy., London, [England]; Routledge, 1-315-44550-6, ISBN (Chapter 9, 18, 19, 20, 25, 26, 31, 33, 40 and 42).
- JAUHARI, V. (2017). Hospitality marketing and consumer behavior : creating memorable experiences / edited by Vinnie Jauhari., Waretown, NJ, USA.; Oakville, ON; 2017, 9781771883795, EISBN (Chapter 1, 2, 3, 7 and 10)

LESSON 4: THE HOSPATLITY PRODUCT/ SERVICE

1. The service/product offering, physical setting and the service delivery system.
2. Internal marketing.
3. Perceptual and relational approach to hotel brand equity.
4. Sensory marketing in hospitality.
5. Relationship marketing management and loyalty in hospitality firms.
6. Promoting sustainability initiatives in the hospitality industry.
7. New product development.

Main textbooks:

- GURSOY, D. (2018). The Routledge handbook of hospitality marketing. Edited by Dogan Gursoy., London, [England]; Routledge,, 1-315-44550-6, ISBN (Chapter 9, 18, 19, 20, 25, 26, 31, 33, 40 and 42).
- JAUHARI, V. (2017). Hospitality marketing and consumer behavior: creating memorable experiences / edited by Vinnie Jauhari., Waretown, NJ, USA.; Oakville, ON ;, 2017, 9781771883795, EISBN (Chapter 1, 2, 3, 7 and 10)

LESSON 5: DISTRIBUTION AND SELLING HOSPITALITY PRODUCTS

1. Global distribution system.
2. Voice-property direct and Brand.com (hotel direct-booking site).
3. Digital marketing and Social Media.
4. Online distribution channels and Yield Management in the hotel industry.
5. Measuring distribution effectiveness.
6. The changing nature of the buying process.
7. The evolution of sales methodologies and profesional selling.

Main textbooks:

- GURSOY, D. (2018). The Routledge handbook of hospitality marketing. Edited by Dogan Gursoy., London, [England], Routledge, 1-315-44550-6, ISBN (Chapter 10, 13 and 17).

LESSONS 6: DRIVING VALUE THROUGH PRICING

1. Pricing and pricing strategy.
2. Revenue Management pricing.
3. Revenue Management pricing approaches and challenges.
4. Price sensitive.
5. Price optimization.

Main textbooks:

- JAUHARI, V. (2017). Hospitality marketing and consumer behavior : creating memorable experiences / edited by Vinnie Jauhari, Waretown, NJ, USA.; Oakville, ON; 2017, 9781771883795, EISBN (Chapter 10).



LESSON 7: PROMOTING HOSPITALITY PRODUCTS

1. Integrated Marketing Communications in the hospitality industry
2. Promotion in the hospitality industry
3. Advertising in the hotel industry
4. Public relations in hospitality industry
5. eWOM: Personalized hotel recommendations based on social networks and user-generated content

Main textbooks:

- GURSOY, D. (2018). The Routledge handbook of hospitality marketing. Edited by Dogan Gursoy., London, [England], Routledge, 1-315-44550-6, ISBN (Chapter 10, 13 and 17).

LESSON 8: INNOVATION IN HOSPITALITY MARKETING

1. A review of innovation in hospitality marketing
2. Product innovation
3. Service-related technology innovation
4. Experiential innovation
5. Promotional innovation
6. Challenges and opportunities

Main textbooks:

- GURSOY, D. (2018). The Routledge handbook of hospitality marketing. Edited by Dogan Gursoy., London, [England], Routledge, 1-315-44550-6, ISBN (Chapter 34, 43).

PRACTICAL SYLLABUS:

- Autonomous work activities for each one of the lessons that are part of the course.
- Discussion of practical cases and readings where analysis conducted in aspects related to the lessons from the theoretical syllabus.
- Development of a hospitality project.
- Use of CRM and Online Marketing software.
- Participation in Rol-play.
- Attendance and active participation in professional seminars.

BIBLIOGRAPHY

MAIN TEXTBOOKS:

- GURSOY, D. (2018). The Routledge handbook of hospitality marketing. Edited by Dogan Gursoy., London, [England], Routledge, 1-315-44550-6, ISBN
- JAUHARI, V. (2017). Hospitality marketing and consumer behavior : creating memorable experiences / edited by Vinnie Jauhari., Waretown, NJ, USA.; Oakville, ON ;, 2017, 9781771883795, EISBN (Chapter 10).

COMPLEMENTARY BIBLIOGRAPHY:

- AMEIGEIRAS, C. (2012): Venta de servicios turísticos. Editorial Síntesis.
- ANDALUCIALAB. Centro de Investigación Turística. Disponible en <http://www.andalucialab.org/>
- ARANDA LARA, C. (2009). Implantación de un Sistema de Gestión de la Calidad conforme a la ISO 9001:2008 en el hotel Ébano. Desencadenante: The Mystery Guest. Trabajo Final de Máster en Dirección y Planificación del Turismo (Universidad de Sevilla).
- BELZ, F.M., PEATTIE, K., GALÍ, J.M. (2013). Marketing de Sostenibilidad. PROFIT Editorial, 54-60.
- CAMPO MARTÍNEZ, S.; YAGÜE GUILLÉN, M.J. (2011). Publicidad y promoción en las empresas turísticas. Editorial Síntesis.



- CONSERJERÍA DE TURISMO Y DEPORTE (2014): Plan Director de Promoción Turística 2013-2016. Disponible en: <http://www.andalucia.org/es/profesional/plan-director-de-promocion-turistica-2013-2016/> CONSERJERÍA DE TURISMO Y DEPORTE (2014): Plan de Acción de 2014. Disponible en: <http://es.slideshare.net/AndaluciaNetwork/plan-de-accin-2014-destino-andalucia>.
- DEL BARRIO GARCÍA, S. (Coord). (2012). Venta personal. Un perspectiva integrada y relacional. Editorial UOC, pp. 123-260.
- ESCOBAR, A., GONZÁLEZ, Y. (2011). Marketing Turístico. Editorial Síntesis, pp.: 73-101.
- GALLEGO, J.F. (2008): Marketing para hoteles y restaurantes en los nuevos escenarios, E. Paraninfo.
- KOTLER et al. (2011): Marketing Turístico, 5ª Edición, Ed. Pearson Educación.
- GARCÍA HENCHE, B. (2011). Marketing del turismo rural, 3ª Edición, Ed. Pirámide ESIC.
- GRONROOS, C. (1994). Marketing y gestión de servicios: la gestión de los momentos de la verdad y la competencia en los servicios. Díaz de Santos, Madrid.
- INSTITUTO DE TURISMO DE ESPAÑA (2014): Plan Estratégico de Marketing 2014-2015. Disponible en: <http://www.tourspain.es/es-es/marketing/PEM/Documentos%20PEM/Documento%20marco%20PEM%20Turespa%C3%B1a.pdf>
- KOTLER et al. (2010): Marketing for Hospitality and Tourism, Ed. Prentice Hall.
- KOTLER, P., BOWEN, J., MAKERS, J., RUFÍN MORENO, R., REINA PAZ, M.D. (2005). Marketing para Turismo. 3ª Edición. Pearson Prentice Hall.
- KOTLER et al. (2005): Marketing para Turismo. 3ª Edición. Pearson, Prentice Hall.
- MUÑOZ OÑATE, F. (2000): Marketing Turístico, Ed. Centro de estudios Ramón Areces, S.A.
- MESTRES SOLER, J.R. (2003). Técnicas de Gestión y Dirección Hotelera. Editorial Gestión 2000.com.
- NOVASOFT. Calidad de servicio y atención al cliente en hostelería. FORETUR Formación para profesionales del sector turístico.
- PENA VINERO, F. (2014). Cómo seducir a tu cliente. Lulu.com.
- REINA PAZ, M. (2009). La Práctica del Marketing en el sector Turístico. Editorial Sanz y Torres, S.A., pp.: 29-42.
- REINARES LARA, P.J., PONZOA CASADO, J.M. (2002). Marketing Relacional. Un nuevo enfoque para la seducción y fidelización del cliente. Prentice Hall.
- SERRA CANTALLOPS, A. (2002): Marketing turístico. Madrid. Ed. Pirámide.
- TORTOSA EDO, V., MOLINER TENA, M.A., LLORENS MONZONÍS, J., RODRÍGUEZ ARTOLA, R.M., CALLARISA FIOLE, L.J. (2014). Marketing Interno. Como lograr el compromiso de los clientes. Ediciones Pirámide.
- ZEITHAML, V.A. (2009): Marketing de servicios, 5ª Edición, Ed. McGraw Hill.

RECOMMENDED LINKS

- CONSEJERÍA DE TURISMO Y COMERCIO: <http://www.juntadeandalucia.es/turismocomercioydeporte/turismoycomercio/opencms/>
- INSTITUTO DE ESTADÍSTICA Y DE CARTOGRAFÍA DE ANDALUCÍA: <http://www.juntadeandalucia.es/institutodeestadisticaycartografia/>
- INSTITUTO DE ESTUDIOS TURÍSTICOS: <http://www.iet.tourspain.es/es-ES/Paginas/default.aspx>
- INSTITUTO NACIONAL DE ESTADÍSTICA: <http://www.ine.es/>
- MINISTERIO DE INDUSTRIA, ENERGÍA Y TURISMO: <http://www.minetur.gob.es/turismo/es-ES/Paginas/IndexTurismo.aspx>
- ORGANIZACIÓN MUNDIAL DEL TURISMO: <http://www2.unwto.org/es>
- TURISMO DE ANDALUCÍA: <http://www.andalucia.org/>
- TURISMO DE ESPAÑA: <http://www.spain.info/es/>



- TURISMO DE GRANADA: <http://www.turgranada.es/>

TEACHING METHODOLOGY

- The course will take place during the second semester for 3 hours per week, face to face and / or online class or activities. In general, the teaching methodology will be developed from a participatory and applied method. This methodology focuses on the student's work and participation. The classes will be theoretical and practical. The theoretical ones will consist of master class with the active participation of the students.
- The practical activities will consist of the realization and debate of practical cases, readings and content development of the subject, the presentation on the individual and collaborative activities and projects, as well as the resolution of the autonomous work activities, CRM and Online Marketing software using, role-play and attending profesional seminars.
- TEACHING DESIGN FOR EVERYONE: SPECIFIC EDUCATIONAL SUPPORT NEEDS (NEAEs): Following the recommendations of the CRUE and the Secretariat of Inclusion and Diversity of the University of Granada, the teaching methodological and evaluating system of the course will be applied according to the design principle for all people, facilitating the learning and demonstration of knowledge according to the needs and functional diversity of the students.

ASSESSMENT (TOOLS FOR ASSESSMENT, ASSESSMENT CRITERIA AND PERCENTAGE OVER THE FINAL CALIFICATION, ETC.)

ORDINARY ASSESSMENT TERMS:

Referring to the ordinary assessment, there are two alternative assessment systems: the **option A: a practical continuous assessment system** from which 100% of the course calification (over 10 points) is evaluated; and the **option B: assessment system which includes an theoretical exam** (it takes a maximum of 4 points of a total of 10), plus the practical continuous assessment (which adds up to 6 points of a total of 10). **Students must select one of the systems to be evaluated (it is not possible to use both systems).**

The assessment system A, the practical continuous assessment system, is developed during the course and includes: activities and practices such as: preparing projects, reading and debate about articles and case studies, role-play, oral presentations, use of CRM and Online Marketing software, role-playing participating, attending professional seminars and tests of competencies and / or content. The written exercises can be done in English or Spanish.

To pass the subject it is necessary to achieve at least a grade of 5 points (of 10 points).

The assessment system B, it includes a theoretical exam that achieves a **maximum score of 4 points (of 10 points) and the practical continuous assessment with a maximum score of 6 points** (of 10 points). The exam includes: multi-choice questions (in which you must answer by checking the option you consider most correct), and also true / false questions, in which you must answer indicating whether the statement provided is "true" or "false". If the answer is "False" you must justify the reason why the stament is false. Multi-choice questions add up to 2 points and true / false questions add up to 2 points more. The exam can be taken and reply in English or Spanish.

The assessment of practices adds up to 6 points (of 10 points) and includes practices carried out during the course that may include: activities and practices such as: preparing projects, reading and debate about articles and case studies, role-play, oral presentations, use of CRM and Online Marketing software, role-playing



participating, attending professional seminars and tests of competencies and / or content. The written exercises can be done in English or Spanish.

To pass the subject it is necessary to have a minimum of 30% in each of the parts (theoretical exam and practical continuous evaluation during the course), in addition, it is necessary to achieve the sum of both parts at least the grade of 5.

In relation to the practices and / or tasks delivered by the students, the similarity percentage (or plagiarism provided by the Turnitin software) will be considered. If in any exercise the percentage of similarity reached or exceeds the 20% it will be considered plagiarism and the grade achieved will be suspended (with the numerical grade of "0").

For an adequate follow-up of the course, it is essential that the student will be registered on the platform <http://prado.ugr.es/moodle/>.

EXTRAORDINARY ASSESSMENT TERMS:

The extraordinary assessment system includes two parts:

- A theoretical exam which represents the 40% of the grade (4 points of 10). The theoretical exam will be structured in the same terms as indicated for the assessment system B of the ordinary assessment.
- A assessment of the practical contents which adds up to 6 points (of 10 points) achieved by the student during the course. This practical part includes practices carried out during the course that may include: activities and practices such as: preparing projects, reading and debate about articles and case studies, role-play, oral presentations, use of CRM and Online Marketing software, role-playing participating, attending professional seminars and tests of competences and / or content. The written exercises can be done in English or Spanish.

If the student does not have a continuous practical assessment during the course (or he/she wishes to reject the grade of the practical continuous assessment achieved during the course), the student may provide a practical program and take a practical exam. The student must work in a specific practical program that will be ordered by the lecturer, who must be handed to the lecturer the day when the exam is taken, and he/she must do a practical exam. The maximum score for the practice program is 1.5 points and the exam maximum score is 2.5 points.

- To pass the subject it is necessary to have a minimum of 30% in each of the parts (theoretical exam and practical assessment -continuous evaluation during the course or practical projects and exam-), in addition, it is necessary to achieve the sum of both parts at least grade of 5 (of 10 points).

In relation to the practices and / or tasks delivered by the students, the similarity percentage (or plagiarism provided by the Turnitin software) will be considered. If in any exercise the percentage of similarity reached or exceeds the 20% it will be considered plagiarism and the grade achieved will be suspended (with the numerical grade of "0").

For an adequate follow-up of the course, it is essential that the student will be registered on the platform <http://prado.ugr.es/moodle/>.

DESCRIPTION OF THE SINGLE FINAL ASSESSMENT ACCORDING TO "RULES FOR ASSESSMENT OF THE UNIVERSITY OF GRANADA" (EVALUACIÓN ÚNICA)

The completion of a single final assessment is contemplated for the students who are not able to follow the continuous teaching method and assessment during the course. According to the Regulations for the Assessment



and Qualification of Students of the University of Granada approved by the Governing Council in its extraordinary session of May 20, 2013 and modified in the Governing Council of October 26, 2016, the studenta who require this angle final assessmnt must justify this request to the department of Comercialización e Investigación de Mercados within the period of time established for this according to regulations of the University of Granada. The department will resolve the matter.

The extraordinary assessment system includes two parts:

- A theoretical exam which represents the 40% of the grade (4 points of 10). The theoretical exam will be structured in the same terms as indicated for the assessment system B of the ordinary assessment.
- A assessment of the practical contents which adds up to 6 points (of 10 points). The student needs to provide a practical program and take a practical exam. The student must work in a specific practical program that will be ordered by the lecturer, who must be handed to the lecturer the day when the exam is taked, and he/she must do a practical exam. The maximum score for the practice program is 1.5 points and the exam maximun score is 2.5 points.
- To pass the subject it is necessary to have a minimum of 30% in each of the parts (theorethical exam and practical evauation), in addition, it is necessary to achieve the sum of both parts at least the grade of 5 (of 10 points).

In relation to the practices and / or tasks delivered by the students, the similarity percentage (or plagiarism provided by the Turnitin software) will be considered. If in any exercise the percentage of similarity reached or exceeds the 20% it will be considered plagiarism and the grade achieved will be suspended (with the numerical grade of "0").

SCENARIO A (TEACHING-LEARNING FACE TO FACE AND NOT FACE TO FACE)

TUTORIAL ATTENTION

CONTACT INFORMATION FOR TUTORIAL SESSIONS

The tutorials will take place individually, preferably in person and asynchronously or synchronously, as needed, during the hours set by the lecturer. In case of teamwork, the tutorials may be offered to various team members.

TOOLS AND MEDIA FOR TUTORIAL SESSIONS

The student must contact the lecturer by email and, if necessary, will make an appointment to be attended through Google Meet. The student could be atended face to face (in the lecturer's office) if a personal meet is necessary and the health circumstances plus regulations of University of Granada allow this face to face meet. Additionally, the student can also use the Prado Forum tool to raise general questions and doubts about the course.

TOOLS AND MEDIA FOR ADAPTATION OF THE TEACHING METHODOLOGY

- In the case of theoretical or practical sessions that cannot be done in face to face, the synchronous and asynchronous non-classroom teaching tools enabled by the University of Granada will be used. Thus, PRADO will be used to host the teaching material and resources. Also Google Meet could be used for the development of synchronous virtual sessions.

ADAPTATION OF THE ASSESSMENT



ORDINARY ASSESSMENT	
<ul style="list-style-type: none"> The ordinary assessment tools will follow the same instruments, criteria and percentages as those described in the general section referring to the ordinary assessment. They can be done face to face as long as it could be done through the online teaching platform PRADO. 	
EXTRAORDINARY ASSESSMENT	
<ul style="list-style-type: none"> The extraordinary assessment tools will follow the same instruments, criteria and percentages as those described in the general section referring to the ordinary assessment. They can be done face to face as long as it could be done through the online teaching platform PRADO. 	
SINGLE FINAL ASSESSMENT	
<ul style="list-style-type: none"> The single final assessment tools will follow the same instruments, criteria and percentages as those described in the general section referring to the ordinary assessment. They can be done face to face as long as it could be done through the online teaching platform PRADO. 	
SCENARIO B (SUSPENSION OF THE PRESENTIAL ACTIVITY)	
TUTORIAL ATTENTION	
CONTACT INFORMATION FOR TUTORIAL SESSIONS	TOOLS AND MEDIA FOR TUTORIAL SESSIONS
The tutorials will take place individually, preferably in person and asynchronously or synchronously, as needed, during the hours set by the lecturer. In case of teamwork, the tutorials may be offered to various team members.	The student must contact the lecturer by email and, if necessary, will make an appointment to be attended through Google Meet. Additionally, the student can also use the Prado Forum tool to raise general questions and doubts about the course.
TOOLS AND MEDIA FOR ADAPTATION OF THE TEACHING METHODOLOGY	
<ul style="list-style-type: none"> In the case of theoretical or practical sessions that cannot be done in face to face, the synchronous and asynchronous non-classroom teaching tools enabled by the University of Granada will be used. Thus, PRADO will be used to host the teaching material and resources. Also Google Meet could be used for the development of synchronous virtual sessions. 	
ADAPTATION OF THE ASSESSMENT	
ORDINARY ASSESSMENT	
<ul style="list-style-type: none"> The ordinary assessment tools will follow the same instruments, criteria and percentages as those described in the general section referring to the ordinary assessment. They can be done face to face as long as it could be done through the online teaching platform PRADO. 	
EXTRAORDINARY ASSESSMENT	



- The extraordinary assessment tools will follow the same instruments, criteria and percentages as those described in the general section referring to the ordinary assessment. They can be done face to face as long as it could be done through the online teaching platform PRADO.

SINGLE FINAL ASSESSMENT

- The single final assessment tools will follow the same instruments, criteria and percentages as those described in the general section referring to the ordinary assessment. They can be done face to face as long as it could be done through the online teaching platform PRADO.

ADDITIONAL INFORMATION

In any work presented by the student, it is totally forbidden to make a literal copy ("copy and paste") or a translation of content extracted from Internet information sources, or from any other type of source. A literal copy of the contents without properly citing them will mean the cancellation of all their continuous assessment and the failure of the course. It is highly recommended that prior consultations be made from other sources to compare data, discuss concepts, discover new ideas, etc. In these cases, the sources or references used must be indicated in the form of a bibliographic reference (adding the Web address if the information comes from the Internet) and comment on the ideas extracted from them in your own words.

For the inclusion of references, the use of the publication standards of the American Educational Research (APA) in its updated edition is recommended. Where any hint of plagiarism will be penalized in the assessment.

The rating system will be expressed by numerical rating in accordance with the provisions of art. 5 of R. D 1125/2003, of September 5, which establishes the European credit system and the qualification system for university degrees of official character and validity in the national territory. Everything related to assessment will be governed by the Regulations for the assessment and qualification of students in force at the University of Granada, which can be found at: <http://sl.ugr.es/09FY>

The lecturer will make the general communications to the student group through the PRADO platform of the University of Granada (<https://prado.ugr.es>), then, it is recommended that the student regularly consult the PRADO platform.

In the event of incidents with PRADO or any connectivity problem at the time of the theoretical or practical exam, alternative telematic systems will be chosen, such as an oral exam by videoconference, with recording of the test.

