

TEACHING GUIDE

APPLIED MACROECONOMICS

GRADO EN TURISMO (INGLÉS)

ACADEMIC YEAR 2026-27

Publication date: 01-07-2026



I.-Subject Identification

Type	OBLIGATORIA
Teaching period	2 course, 1Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation

This subject is of vital importance in the tourism sector, given the large volume of commercial activites that implements and the high level of direct communication with the customer. This course, addresses both conventional instruments of advertising, and important innovations in tourism communication activitties, such as social networks. The last module faces negotiation and sales issues, providing students basic practical techniques needed in management positions. Therefore, the aim of this subject is to provide students with the necessary tools to develop a Communication Plan for tourism organizations. This course complements the Marketing for Tourism subject, deepening in operational marketing, specifically, the variable advertising. At the end of the course, students should be able to assume roles related with the design and implementation of the communication plan both in companies and in public or private organizationzs at local, regional or national level.

III.-Learning outcomes

CG04. Ability to manage information
CG05. Ability to organise and plan
CE06. Understanding how tourism destinations, structures and their business sectors work throughout the world.
CE18. Knowledge to be acquired in the area of intermediary company operating procedures.
CE27. Use of communications techniques.

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.
- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.



IV.-Contents

IV.A.-Syllabus

MODULE 1. INTRODUCTION TO COMMUNICATION IN THE TOURISM SECTOR
 MODULE 2. PLANNING THE COMMUNICATION PROCESS
 MODULE 3. ADVERTISEMENT
 MODULE 4. BELOW THE LINE TECHNIQUES FOR THE TOURISM SECTOR
 MODULE 5. TECHNOLOGICAL ENVIRONMENT
 MODULE 6. SALES PROCESS IN TOURISM COMPANIES

IV.B.-Training activities

Type	Title
Prácticas / Resolución de ejercicios	Case studies & exercises
Lectures	Reports / Articles

V.-Student workload	
Theoretical sessions	40
Resolution of exercises, problems, case studies, etc.	15
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	5
Academic tutorials	40
Related activities: conferences, seminars, etc.	8
Preparation of theoretical sessions and self-study	20
Preparation of practical tasks, exercises, case studies, projects, etc.	30
Preparation for tests and/or exams	22
Total student workload	180

VI.-Methodology and academic programme		
Type	Period	Content
Practical sessions	Week 1 to Week 14	Case studies, individual projects and debates
Theoretical sessions	Week 1 to Week 14	(AP) Theoretical classes will be face-to-face according to the schedule set by each lecturer. (AD) Online Theoretical classes will also be remote according to the calendar set by each teacher.
Academic tutorials	Week 1 to Week 14	(AP) Tutorials will be face-to-face according to the schedule set by each lecturer. (AD) Remote tutorials will also be remote according to the calendar set by each teacher.
Group work	Week 1 to Week 14	Group projects to be developed and presented



VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.

All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.

The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).

Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.

The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities



The basis for the evaluating system is continuous evaluation.

All students must follow the subject from the beginning of the semester, which implies that all students are responsible for knowing what is said in class. What is said and works in class is matter for evaluation. Active assistance (attending, taking notes, participating, etc.) is key to success in this subject.

The assessment of the course will be as follows:

Assessment System	Assessment Activity	Weight	Reassessable in Extraordinary Call	Minimum Grade	Contents	Date
1S	Continuous assessment through individual or group practical activity/activities carried out throughout the semester, submitted via the virtual classroom	40%	NOT reassessable, cumulative (grade is retained for the extraordinary call)	NO (Cumulative)	Specified in instructions in the virtual classroom	During the academic period, on the date indicated by the instructor
2S	Individual theoretical-practical in-person exam(s)	60%	YES reassessable. Individually and in the same format as in the ordinary call	5 out of 10	Contents provided in the virtual classroom and any additional material specified by the instructors throughout the semester	Official dates set by the university within the ordinary and extraordinary exam period

CALCULATION OF THE FINAL OR OVERALL GRADE

1S Practical Work: 40% of the grade. The knowledge acquired through the practical work(s), to be detailed by the instructor at the beginning of the course, will be evaluated in person. These will be carried out in groups (and individually in justified cases). Late submissions will not be accepted under any circumstances (unless force majeure is demonstrably proven by the student). Practical work is not reassessable. Non-reassessable in-class or fieldwork practicals aim to evaluate student progress regularly. This type of assessment promotes active participation and continuous learning, which cannot be effectively applied in an extraordinary reassessment.

2S Theoretical Exams: 60% of the grade. Exam(s) covering theoretical and practical content will be conducted in person on the dates established by URJC and published in the virtual classroom. Acquired knowledge of the course syllabus will be assessed. Students must pass the theoretical part with a minimum grade of 5 out of 10 in order to average with the practical part. This percentage may be evaluated through one or several exams as deemed appropriate by the instructor, which may be multiple-choice and/or essay-based. The system will be specified by the instructor at the beginning of the course. Theoretical exams are reassessable. Students who do not pass the exam in the first call may take the extraordinary call on the official date indicated in the university's exam calendar. Each instructor will determine the type of questions to be included in the theoretical exam(s), based on their own criteria and the characteristics of each group.

If a student's weighted average exceeds 5 but they fail the course for not achieving at least 5 out of 10 in the theoretical assessment, the official transcript will reflect the grade of the failed theoretical part that did not reach the minimum required.

EXTRAORDINARY CALL

In the extraordinary call, students can only be assessed on reassessable activities.



To pass the course in the extraordinary call, a minimum final or overall grade of 5 out of 10 is required. According to university regulations, the grade "Absent" ("No presentado") can only be recorded if the student did not attend any of the assessment activities.

Under no circumstances may reassessment be requested to raise grades of assessment activities that were equal to or above 5 in the Ordinary Call.

EARLY CALL (CONVOCATORIA ADELANTADA)

Due to the nature of the subject and of the early call itself, adjustments or adaptations are included in the evaluation for the early call. However, these ensure the assessment of the intended learning outcomes of the subject. If a student formally requests to be assessed under the early call and this is granted by URJC for this subject, the early call evaluation will consist of:

100% Presential theoretical-practical exam: minimum passing grade is 5 out of 10.

GENERAL CONSIDERATIONS REGARDING COURSE ASSESSMENT

Without prejudice to the rights and duties of students set out in the Student Statute, the URJC Statutes, and its internal regulations, students must consider the following clarifications:

SPELLING AND EXPRESSION: The grading of written assessments includes elements such as spelling and academic expression. The instructor will define the marking criteria.

ACADEMIC WORK: Must be original. When using external excerpts, they must be properly cited. Their use should not be indiscriminate. The instructor may provide guidance and will determine the marking criteria.

REASSESSMENT REQUIREMENTS: Students who pass a component may not request a reassessment to improve their grade. Non-reassessable assessments are only evaluated during the semester (never during reassessment).

It is mandatory for all students to fully understand the assessment system and the course mechanics. Students should consult URJC's academic regulations and the course-specific rules provided by the instructor in the VIRTUAL CLASSROOM.

VII.B. Assessment of students with academic exemption from class attendance

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.

Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs

In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.



VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.

VIII.-Teaching resources and materials

Basic bibliography

Chahi, F., Denyer, M., Gloanec, A., Briet, G., Neuenschwander, V., & Fouillet, R. (2018). Défi 1: Méthode de français A1. Livre de l'élève. Éditions Maison des Langues.

Charliac, L., Le Bougnec, J.-T., Loreil, B., & Motron, A.-C. (2018). *Phonétique progressive du français: Niveau débutant A1/A2* (2e éd.). CLE International.

Escouffier, D., Gomy, C., & Ta Minh, K. (2024). *Communication progressive du français: Niveau débutant complet A1.1*. CLE International.

Gibbe, C., Girardet, J., Parizet, M.-L., & Pécheur, J. (2016). Tendances A1: Méthode de français. Livre de l'élève. CLE International.

Grand-Clément, O. (2018). *Conjugaison progressive du français: Niveau débutant A1/A2* (2e éd.). CLE International.

Grégoire, M., & Merlo, G. (2025). *Grammaire progressive du français: Niveau débutant A1* (3e éd.). CLE International.

Hirschsprung, N., & Tricot, T. (2017). Cosmopolite 1: Livre de l'élève A1. Hachette FLE.

Le Bougnec, J.-T., & Lopes, M.-J. (2014). Totem 1: Livre de l'élève A1. Hachette FLE.

Le Bougnec, J.-T., & Lopes, M.-J. (2020). Inspire 1: Pack livre de l'élève + version numérique A1. Hachette FLE.

Lombardini, A., Marty, R., & Mous, N. (2018). *Vocabulaire progressif du français: Niveau débutant complet A1.1*. CLE International.

Miquel, C. (2025). *Vocabulaire progressif du français: Niveau débutant A1*. CLE International.

Pruvost, N., Courteaud, F., Gómez-Jordana Ferary, S., Blondel, F., Chahi, F., Caballero, G., Poisson-Quinton, S., Daupras, C., Delannoy, G., Brandel, K., Puren, C., & Garmendia, A. (2015). Entre nous 1: Méthode de français. Livre de l'élève + cahier d'activités + CD. A1. Éditions Maison des Langues.

Spérandio, C., Mensdorff-Pouilly, L., Opatski, S., Petitmengin, V., Pons, S., Djimli, H., & Vedelman-Abry, J. (2022). *Édito A1: Livre élève + didierfle.app*. Didier.

Websites

TV5MONDE. (s. f.). Apprendre le français – Exercices A1 débutant.

TV5MONDE. <https://apprendre.tv5monde.com/fr/exercices/a1-debutant>

TV5MONDE. (s. f.). Apprendre le français – Exercices A2 élémentaire.

TV5MONDE. <https://apprendre.tv5monde.com/fr/exercices/a2-elementaire>

Le Point du FLE. (s. f.). *Exercices de français FLE A1-A2*. Le Point du FLE. https://www.lepointdufle.net/ressources_fle/exercices-francais-A1-A2.htm

Bonjour de France. (s. f.). *Exercices de français*. Bonjour de France. <https://www.bonjourdefrance.com/exercices-de-francais/24/>

Organisation internationale de la Francophonie. (s. f.). *Bonjour de France*. Parlons français. <https://parlonsfrancais.francophonie.org/ressources/bonjour-de-france/>

TV5MONDE. (s. f.). *Enseigner le français avec TV5MONDE*. TV5MONDE. <https://enseigner.tv5monde.com/>

Consultation bibliography

IX.-Professors

Name and surname	MARÍA GORETTI LÓPEZ HEREDIA
E-mail address	goretti.lopez@urjc.es
Department	Filología Extranjera, Traducción e Interpretación
Campus	Madrid - Vicálvaro
Category	Profesor/a Ayudante Doctor/a
Academic degree	Doctor



Person responsible for the subject	No
Tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	0
Number of sexennia	0
No. of positive evaluations by Docentia	0