



UCAM Universidad Católica San Antonio

(Murcia)

Innovation and Tourism Marketing

Study details

Course type: Master's degree

Degree: Master's Degree in Innovation and Tourism Marketing

Study mode: Full time

Duration: 12 Month

Cost of study

Cost : 6 500 EUR

Reg. fee : N/A EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Sep

Requirements

Entry requirements

A B2 English level is required to be admitted in this Degree.

You can provide any language proficiency certificate from. Any other English certificate will be evaluated individually.

- **CAMBRIDGE: (IELTS)** - 5.5/6.5
- **DUOLINGO** - 100/125
- **CAMBRIDGE: GENERAL ENGLISH EXAMS** - FIRST CERTIFICATE IN ENGLISH (FCE)
- **TOEFL PBT (PAPER BASED)** - 511+
- **TOEFL IBT (INTERNET BASED)** - 72/94

Other entry requirements are:

- Scanned biopage of your valid passport.
- High School academic transcript, Diploma and national exam result slip
- Statement of Purpose/Motivational Letter
- Curriculum Vitae

All non-EU students need to get the academic credentials legalised by Hague Apostille for countries ascribed to the Hague Agreement. If not, the original documents should be authenticated by the Ministry of Education, Ministry of Foreign Affairs and Spanish Consulate/Embassy in the

country where the documents was issued. Documents should be translated in English or Spanish by an **official translator** or through the Spanish embassy/consulate in your country.

Accommodation

Residences in Murcias Campus

Prices range from 350 to 750 Euros per month, depending on the room type and residence

Speciality

Studying a Master in Innovation and Tourism at UCAM opens doors to invaluable opportunities and helps students engage with prominent companies, enabling them to apply the knowledge and skills acquired throughout the program. The internship will foster professional growth that will equip students with the necessary preparation to thrive in the competitive business world.

- SOIL – “Orientation and Work Placement Service”
- UCAM Portal de Empleo - employment portal for students and alumni
- “Network of Recruiting Erasmus” - a service that promotes placement of students in various companies that recognize the value of international experience.

Additional information

Why study Innovation and Tourism Marketing with us

- Also available online
- Included national trips
- Guaranteed work experience
- Maximize career opportunities
- Spanish Language Courses
- 8 out of 10 students from this master's degree secure employment after completion

The theoretical knowledge and the practical training at the Master’s Degree in Innovation and Tourism Management enable students to access to labour market, both in private and public sector.

Our postgraduates meet the demands of a wide range of professional profiles. The knowledge and skills trained at the Master allow students to occupy leading positions in tourism companies and/or public institutions, as well as to draw up their own business plan as entrepreneurs.

Internship is optional, as our students may search their internships -in the country of their choice- with the assistance of the Master’s Coordinator. We always aim students to apply for an internship in recognized national or international businesses where there might be opportunities for future employment.

Career Opportunities

- Tourism project or product developer.
- Director of Marketing.

- Digital Marketing Manager.
- Online Communication Manager.
- E-commerce Manager.
- Social Media Manager.
- Community Manager.
- Web Project Manager.
- Chief Innovation Officer.
- Digital Transformation Director.
- Innovation Manager.
- New Technologies Manager.
- (Smart) Destination Planner/Manager.
- Public Administration Technical staff.
- Marketing Consultant.
- Innovation Consultant.
- Public Relations / PR manager.