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**Politécnico  
de Tomar**

Escola Superior de Gestão  
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# Postgraduate Course Tourism and Digital Marketing

# Tourism and Digital Marketing

## Introduction

This postgraduate programme provides a variety of courses to adapt to the current situation in the national and international tourism sector, particularly in terms of innovation and strategic planning. It is also based on a pedagogical model that encourages the acquisition and construction of knowledge based on transdisciplinary exchanges, a principle that also governs the Final Project.

## Goals

- Equip tourism professionals with the skills to analyse their markets, particularly in challenging circumstances;
- Enhance their understanding of the concepts of sustainability and resilience and their significance in the tourism industry;
- Develop the management of processes related to culture, digital marketing and online presence;

- Understand the concepts and production methods associated with content marketing for social networks in the tourism industry;
- Develop a critical perspective on the innovative tools that digital marketing offers for creating and marketing tourism products.

## Recipients

Aimed at professionals in the fields of Tourism, Management, Communication and/or related areas, as well as those curious and interested in the subjects who wish to obtain, update or improve their knowledge in the field of Tourism and Digital Marketing.

## Application

Further information at:

**[www.ipt.pt](http://www.ipt.pt)**

## Course Curriculum

COURSE UNIT	ECTS
Tourism and Sustainability	4
Management of Tourism Facilities	4
Communication and Digital Marketing	4
Innovation and Tourism Markets	4
Analytics and Intelligence in Tourism	4
Digital Platforms and Strategies for Tourism	4
Final Project	6
<b>Total</b>	<b>30</b>