MSEs (Micro and small enterprises) Business Management in Wine tourism

Ficha Técnica

Dirigido a:
It is aimed at students and professionals who have basic knowledge of business management in the field of wine tourism and who are interested in acquiring specialized skills in the digital management of these businesses. Specifically, this course equips small wineries with the digital tools and knowledge needed to optimize their operations, improve marketing efforts, and thrive in the competitive wine tourism industry through effective digitalization.
Whether for those who wish to complement their previous studies and enter the wine tourism sector or for those who are looking to update their skills, this course offers concise training with practical examples and a results-oriented approach in a field that requires re-skilling.

Código:
MCMAWITG-A1-2O26-1

Título al que da derecho:
Certificado de aprovechamiento

Objetivos:

- ERP Business Management Systems
- CRM Customer Data Management Systems
- Digital Marketing
- SEO/SEM

Competencias profesionales:
COE 1. Propose innovation processes based on business digitalization.
ESCO reference: seek innovation in current practices | European Skills, Competences, Qualifications and Occupations (ESCO)
COE 2. Critically evaluate digitalization projects and their applicability.
ESCO reference: evaluate project plans | European Skills, Competences, Qualifications and Occupations (ESCO)
COE 3. Plan a marketing and communication strategy adapted to the company's needs.
ESCO reference: plan marketing strategy | European Skills, Competences, Qualifications and Occupations (ESCO)
COT 1. Work in multidisciplinary teams and complex contexts.
ESCO reference: work in teams | European Skills, Competences, Qualifications and Occupations (ESCO)

Dirección:
Jaume Gené Albesa

Docentes:
Georgina Grau Carranza

Duración:
3O h

Impartición:
virtual

Idiomas en que se imparte:
Inglés

Fechas:
del 01/03/2026 al 12/06/2026

Horario:
Asynchronous work

Ubicación:
Campus virtual moodle

Precio:
0

Contacto FURV:
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Programa

Módulo:	**M01. Digitalization in the management of wine tourism companies through ERP system**
ECTS:	,5
Duración:	5 h.
Contenido:	ERP Systems, case studies in wine tourism

Módulo:	**M02. Marketing and communication**
ECTS:	,75
Duración:	7,5 h.
Contenido:	Segment target markets, positioning, CRM

Módulo:	**M03. Search Engine Strategy**
ECTS:	,75
Duración:	7,5 h.
Contenido:	SEO, SEM, ROI

Módulo:	**MO4. Social Media Strategy**
ECTS:	,5
Duración:	5 h.
Contenido:	Platforms, Online reputation

Módulo:	**MO5. eMail Marketing and Analytics**
ECTS:	,5
Duración:	5 h.
Contenido:	Email marketing techniques, analytics

- **Companies:** *Gramona, Massimago, DIVINEA, Veneto Merketing, Vignobles de Larose i Quinta do Portal. Institut de formació professional: Escola d'Enoturisme de Catalunya, Lycee D'hotellerie Et De Tourisme De Gascogne, Escola Profissional De Vila Do Conde, Istituto Statale Istruzione Secondaria Superiore "Francesco Da Collo"*
- **Technical partners:** OBREAL, EURECAT