

29106 - Tourist Marketing

Syllabus Information

Academic year: 2023/24

Subject: 29106 - Tourist Marketing

Faculty / School: 177 - Escuela Universitaria de Turismo

Degree: 445 - Degree in Tourism
616 - Degree in Tourism

ECTS: 6.0

Year: 1

Semester: Second semester

Subject type: Basic Education

Module:

1. General information

The subject Tourism Marketing, taught in the first year of the Bachelor's Degree in Tourism, is part of the basic training course.

It is an introductory subject to the marketing discipline that plays a fundamental role in the organizations that make up the tourism sector. The purpose of this subject is to provide future professionals in the tourism sector with the tools and knowledge for commercial decision making and to make them aware of the importance of this discipline for the progress of companies.

These approaches and goals are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), such that the acquisition of the subject learning results provides training and competence to contribute to some extent to their achievement:

- Goal 8: Decent Work and Economic Growth
- Goal 10: Reduction of Inequalities
- Goal 11: Sustainable Cities and Communities

2. Learning results

- Understand and appreciate the concept of marketing and its application to tourism companies
 - Observe and understand the environmental variables that influence business decision making
 - Capture the changing needs of demand in tourism and observe the main bases for segmenting the market.
 - Designing a tourism product-service, pricing it, knowing how to distribute it and how to communicate it in a basic way
- Structuring a marketing plan
concrete.

3. Syllabus

PART I: MARKETING FUNDAMENTALS AND STRATEGIES

UNIT 1. Introduction and basic concepts.

UNIT 2. Market, demand and environment.

UNIT 3. Consumer behavior.

UNIT 4. Market segmentation and positioning.

PART II: MARKETING TOOLS

UNIT 5. Product decisions.

UNIT 6. Pricing decisions.

UNIT 7. Distribution decisions.

UNIT 8. Promotion decisions.

4. Academic activities

Attendance to theoretical classes (30 hours)

Attendance to practical classes (30 hours)

Tutorial attendance (8 hours)

Examinations (4 hours)

Autonomous student work (78 hours)

5. Assessment system

CONTINUOUS ASSESSMENT

Individual written test (70%): the student must demonstrate his knowledge of the various concepts, and his ability to interrelate and critically analyze these concepts from an eminently practical point of view.

There will be 2 written tests (both must exceed a grade of 4.5 out of 10).

Group work (20%): Realization of a marketing plan for a tourism company.

Student participation (10%): it will be assessed on the basis of interventions in general classroom discussions and contributions of interest.

OVERALL ASSESSMENT:

Individual written test (100%): the student must demonstrate his knowledge of the different concepts and his ability to interrelate and critically analyze these concepts from an eminently practical point of view. The grade obtained to pass the test must be equal to or higher than 5 points out of 10