

29106 - Tourist Marketing

Información del Plan Docente

Academic Year	2016/17
Academic center	177 - Escuela Universitaria de Turismo
Degree	445 - Degree in Tourism
ECTS	6.0
Course	1
Period	Second semester
Subject Type	Basic Education
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

The learning process for this course is based on a combination of theoretical presentations and practical group activities. The students will also have to make a marketing plan about a tourist company. This assignment will be based on theoretical concepts studied along the course.

In addition, the students will be able to attend tutorials 4 hours per week.

5.2.Learning activities

29106 - Tourist Marketing

There will be many different learning activities:

- Students will have some practical exercises at the end of every lesson.
- Professionals in tourism marketing will come to expose their experience.
- There will be 4 hours per week for tutorials
- Team work about marketing plan for a tourist company

5.3.Program

SECTION I: MARKETING CONCEPTS AND MARKETING STRATEGIES

UNIT 1. Introduction and basic concepts

UNIT 2. Market demand and market environment

UNIT 3. Consumer behavior

UNIT 4. Segmentation and market position

SECTION II: MARKETING TOOLS

UNIT 5. Product decisions

UNIT 6. Pricing decisions

UNIT 7. Distribution decisions

UNIT 8. Promotion decisions

5.4.Planning and scheduling

This course will take place along the second semester (February - May)

5.5.Bibliography and recommended resources

Bibliography: <http://psfunizar7.unizar.es/br13/egAsignaturas.php?codigo=29106&Identificador=12771>