

29106 - Tourist Marketing

Syllabus Information

Academic Year: 2019/20

Subject: 29106 - Tourist Marketing

Faculty / School: 177 -

Degree: 445 - Degree in Tourism

ECTS: 6.0

Year: 1

Semester: Second semester

Subject Type: Basic Education

Module:

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

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.

4.2.Learning tasks

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

4.3.Syllabus

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

4.4.Course planning and calendar

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

4.5.Bibliography and recommended resources