

COURSE GUIDE: 2012-13

COURSE DETAILS			
Name:	Tourism Marketing		
Code:	64102206	Study Program:	Degree in Tourism
Academic year:	2012-13	Degree level:	Undergraduate
Course:	2 nd	Type:	Bachelor
Semester:	2 nd		
TIME DISTRIBUTION IN ACCORDANCE WITH REGULATION			
ECTS :	6	In-class hours:	45
		Out-of-class hours:	105
		Total time (in hours):	150
USE OF VIRTUAL PLATFORM:		Teaching support	

LECTURER DETAILS			
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ORGANIZATION OF COURSE ACTIVITIES			
<i>Planned activities for learning and workload distribution per activity (in hours)</i>			
I. PRESENCE-BASED ACTIVITIES (in-class)	• Large seminar		0,0
	• Teaching group		31,0
	• Work group / small group		14,0
	<i>Total 'in-class / online' hours:</i>		45,0
II. STUDENT'S AUTONOMOUS ACTIVITIES (out-of-class)	• Work group, individual work		105,0
		<i>Total 'out-of-class' hours:</i>	
TOTAL STUDENT WORKLOAD			150,0

USEFUL INFORMATION ABOUT THE COURSE	
General information	
<p>'Tourism Marketing' is a continuation of the introductory course 'Introduction to Tourism Marketing', which is offered in the previous term (ie, third semester, 2nd academic year of the <i>Degree in Tourism</i>). It focuses on expanding students' understanding of the importance of marketing for tourism management —through the analysis of the key variables (and decisions) in tourism marketing, thus obtaining a broad</p>	

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view of its content, scope, and instruments.

Hence, the general subject matter of the course is how companies (and other institutions) in tourism can best delineate their marketing strategies —ie, manipulating the ‘marketing mix’ of product, price, place, and promotion. In addition, the course covers the important topics of ‘Internet marketing’ and ‘quality and satisfaction’ in tourism’.

Other related courses

This course is closely linked to ‘Introduction to Tourism Marketing’, but also to ‘Customer Service and Public Relations’, and ‘Tourism Market Research’ —all eligible from the *Tourism* program of study.

Prerequisites

There are no formal requirements to enrol in this course. However, it is strongly recommended that students master the ‘basics of marketing’ —ie, the topics covered in the introductory course ‘Introduction to Tourism Marketing’.

COMPETENCIES

General competencies

General objectives of the University of Almería

- Knowledge of a second language
- IT usage skills
- Problem-solving skills

Other general objectives

- Application of knowledge

Specific competencies

- Management and administration of different types of tourism organizations.
- Definition of marketing objectives, strategies, and policies.

LEARNING OBJECTIVES / OUTCOMES

- To analyze the tourism industry under the perspective of exchange markets where marketing strategies can be developed.
- To know the main marketing strategies for tourism organizations.
- To develop students’ problem-solving skills.
- To make marketing decisions through independent and team work.

CONTENTS

MODULE	MODULE 1: MARKETING MIX
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Content	Unit 1. The Tourism Product 1. Product and product levels—including the core, facilitating, supporting, and augmented product.
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	2. Branding conditions that support products. 3. The product life cycle (PLC) in tourism marketing. 4. New product development.
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Learning system and methodology

<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>In-class / online hours</i>
Teaching group	Participative lecture		2,0
	Debate and knowledge-sharing activities		1,2
	Student presentations		1,3
	Multimedia projections		0,5
Work group / small group	Case study		2,5

Description of autonomous workload

- Reading the documents (articles and other material) available on WebCT. Assimilation of contents through individual and team work.
- Individual or group work—including case study or problem solving—concerning the topic ‘the tourism product’.

Content	Unit 2. Pricing Products 1. The ‘price’ variable: concept and importance of pricing. 2. Internal and external factors affecting pricing decisions. 3. Common pricing approaches. 4. Pricing strategies for new and existing products. 5. Price changes.
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Learning system and methodology


<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>In-class / online hours</i>
Teaching group	Participative lecture		2,0
	Debate and knowledge-sharing activities		1,2
	Student presentations		1,3
	Multimedia projections		0,5
Work group / small group	Problem solving		2,3

Description of autonomous workload

- Reading the documents (articles and other material) available on WebCT. Assimilation of contents through individual and team work.
- Individual or group work—including case study or problem solving—concerning the topic ‘pricing products’.

Content	Unit 3. Distribution Channels
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	1. Nature and importance of distribution. 2. Types, levels, and management of distribution channels. 3. Marketing intermediaries available to the hospitality industry. 4. Channel behavior and organization.		
Learning system and methodology			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>In-class / online hours</i>
Teaching group	Participative lecture		2,0
	Debate and knowledge-sharing activities		1,2
	Student presentations		1,3
	Multimedia projections		0,5
Work group / small group	Problem solving		2,3
Description of autonomous workload			
<ul style="list-style-type: none"> • Reading the documents (articles and other material) available on WebCT. Assimilation of contents through individual and team work. • Individual or group work—including case study or problem solving—concerning the topic ‘distribution in tourism’. 			
Content	Unit 4. Promoting Products 1. The promotion mix. 2. Steps in effective marketing communications. 3. Setting the promotion budget. 4. Communication tools.		
Learning system and methodology			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>In-class / online hours</i>
Teaching group	Participative lecture		2,0
	Debate and knowledge-sharing activities		1,2
	Student presentations		1,3
	Multimedia projections		0,5
Work group / small group	Case study		2,3
Description of autonomous workload			
<ul style="list-style-type: none"> • Reading the documents (articles and other material) available on WebCT. Assimilation of contents through individual and team work. • Individual or group work—including case study or problem solving—concerning the topic ‘promoting tourism products’. 			
Module	MODULE 2: DIRECT AND ONLINE MARKETING		

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Content	Unit 5. Online Marketing 1. Direct marketing. 2. Marketing on the Internet. 3. Search engine marketing: SEO and SEM techniques.		
Learning system and methodology			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>In-class / online hours</i>
Teaching group	Participative lecture		2,0
	Debate and knowledge-sharing activities		1,2
	Student presentations		1,3
	Multimedia projections		0,5
Work group / small group	Case study		2,3
Description of autonomous workload			
<ul style="list-style-type: none"> • Reading the documents (articles and other material) available on WebCT. Assimilation of contents through individual and team work. • Individual or group work—including case study or problem solving—concerning the topic ‘online marketing’. 			
Module	MODULE 3: QUALITY AND SATISFACTION IN TOURISM		
Content	Unit 6. Quality and Satisfaction in Tourism 1. Service quality in the hospitality sector. 2. Customer satisfaction. 3. Customer loyalty. 4. Relationship marketing.		
Learning system and methodology			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>In-class / online hours</i>
Teaching group	Participative lecture		2,0
	Debate and knowledge-sharing activities		1,2
	Student presentations		1,3
	Multimedia projections		0,5
	Exam		1,0
Work group / small group	Problem solving		2,3
Description of autonomous workload			
<ul style="list-style-type: none"> • Reading the documents (articles and other material) available on WebCT. Assimilation of contents through individual and team work. 			

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- Individual or group work—including case study or problem solving—concerning the topic ‘quality, satisfaction, and loyalty in tourism’.

EVALUATION SYSTEM

Assessment criteria

Student competencies will be assessed as follows:

- (1) Individual and/or team works (delivered in class or *online*): 35% of the final grade.
- (2) Attendance and participation in class discussions, activities, and online forums: 15%.
- (3) Partial and final exams: 60%

Evaluation scheme per activity type (in hours)

	Activity	(Number of hours)	Percentage
I. PRESENCE-BASED ACTIVITIES (in-class)	• Large seminar	0	0%
	• Teaching group	31	30%
	• Work group / small group	14	20%
II. STUDENT’S AUTONOMOUS ACTIVITIES (out-of-class)	• Work group, individual work	105	50%

Assessment instruments

- Cases, questions, problems.
- Process observation.
- Final valuation of students’ works.
- Final exams.

Monitoring mechanisms

- Tutorial attendance.
- Attendance and participation in class (and online).
- ‘In-class’ delivery of activities.
- ‘Online’ delivery of activities.

BIBLIOGRAPHY

Recommended literature

- Marketing for Hospitality and Tourism (*Philip Kotler and others*), *International 5th edition*.

Books available in in the library of the University of Almería

<http://almirez.ual.es/search/x?SEARCH=64102206>

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