

DEGREE: **DEGREE IN TOURISM**

## 1. GENERAL DETAILS OF THE SUBJECT

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Name: **TOURISM MARKETING**

Level: First

Term: Spring

Type:  Basic

Compulsory  
Theoretical credits: 3

Elective subject  
Practical credits: 3

Credits (LRU / ECTS): 6

Year: 2009

Lecturer: Charo García Ostos

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## 2. DESCRIPTION

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Introduction to marketing and its role inside the companies of the touristic sector and how it affects strategic planning. Analysis of the environment and the consumer. Steps to follow to write a marketing plan.

First, various options and analysis procedures for selecting a suitable marketing strategy are covered, providing a foundation for the presentation of the best possible combination of classic and more recent marketing tools to achieve this strategy.

- The course also covers concrete marketing campaigns and methods.
- This course provides an overview of the elements of marketing communication and how it is employed to further the goals of a company's business through the building of a brand.
- Particular emphasis should be placed on the strategic thought behind the creation and implementation of a marketing and communication plan and how individual tactics are combined for maximum efficacy.
- Consideration of budget and evaluation of the results of advertising and public relations should be covered.
- Students learn about the role of marketing communications in corporate strategy, how to develop a marketing and communication plan, and the various tactics to be considered in its execution.
- Students will gain an understanding of the reasoning required in using a marketing and communication campaign to build brands and how to work with advertising and PR agencies.
- The course shall provide a solid basis in marketing on which the students can build on in the later semesters

## 3. SITUATION

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### PREVIOUS KNOWLEDGE AND SKILLS:

No previous knowledge is required.

### RECOMMENDATIONS:

It is recommended to bring an open mind, be eager to learn and apply common sense. A computer with internet connection is also recommended.

### ADAPTATION FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH SOME KIND OF DISABILITY)

Tutorships will be provided.

## 4. SKILLS

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### SPECIFIC SKILLS

UNDERSTAND THE ROLE OF MARKETING INSIDE THE ORGANIZATION AND IN SOCIETY: The goal is to appreciate and identify the added value marketing provides.

## TRANSVERSAL GENERIC SKILLS

WRITE A MARKETING PLAN: Given all the steps to achieve it, the student will write the marketing plan of an organization, after having studied the different types of strategies, actions, campaigns, etc.

## 5. OBJECTIVES

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### OBJECTIVES

Learn various options and analysis procedures for selecting a suitable marketing strategy.

Students will learn about the role of marketing communications in corporate strategy, how to develop a marketing and communication plan, and the various tactics to be considered in its execution.

### SPECIFIC OBJECTIVES

- Learn about concrete marketing campaigns and methods.
- Learn about internal and external communication tools and branding.
- Learn the importance of the strategic thought behind the creation and implementation of a marketing and communication plan and how individual tactics are combined for maximum efficacy.
- Learn how to create a budget and evaluation of the results of advertising and public relations should be covered.

## 6. METHODOLOGY AND TEACHING TECHNIQUES

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### METHODOLOGY

The subjects will be explained in class, encouraging the students to participate.

Students will work on activities individually or in groups. The activities will be discussed in class.

Students will expose their marketing plans during the last classes.

### TEACHING TECHNIQUES

- Master class and discussion    Tutorial session    Practical lessons  
 Visits and trips    Reading test    Others: \_\_\_\_\_

## 7. LIST OF TOPICS

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1. Introduction.
  - 1.1. Concept of marketing
  - 1.2. The role of marketing inside the touristic organization
  - 1.3. Marketing functions
  - 1.4. Types of marketing
  - 1.5. The marketing mix applied to the touristic sector
2. The marketing plan
  - 2.1. Definition
  - 2.2. Parts of the marketing plan
3. Internal analysis and positioning statement
4. External analysis
5. Segmentation and targeting
6. Marketing strategies

7. Actions

8. The budget

9. Controlling the plan

## **8. REFERENCES**

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### SPECIFIC

- Koetler, Philip, MARKETING 4.0
- Jiwa, Bernadette, MARKETING: A LOVE STORY: HOW TO MATTER TO YOUR CUSTOMERS
- Nixon, Melissa. MARKETING: A COMPANION GUIDE, Kindle.

## **9. ASSESSMENT CRITERIA**

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Week 20 <sup>a</sup>										
	(A)	(B)	(C)	(D)		(E)	(F)	(G)	(H)	<b>TOTAL</b>
<b>Horas Totales</b>	<b>33</b>	<b>44</b>	<b>14</b>	<b>26</b>		<b>9</b>	<b>8</b>	<b>4</b>	<b>12</b>	<b>150</b>

<b>Activities</b>	
<b>Nº</b>	<b>Description</b>
1	
2	
3	
4	
5	
6	
7	
8	

<b>Organization</b>	
Theoretical and practical lessons <b>(A)+(C)</b>	47
Activities developed in the class <b>(E)</b>	9
Exams and test <b>(G)</b>	4
<b>Attendance</b>	<b>60</b>
Study (theory and practice) <b>(B)+(D)</b>	70
Preparation of the activities <b>(F)</b>	8
Study for exams <b>(H)</b>	12
<b>Students' work</b>	<b>90</b>
<b>TOTAL (STUDENTS' WORK)</b>	<b>150</b>