

## Syllabus

### Subject

<b>Subject / Group</b>	20519 - Tourism Marketing II / 31
<b>Degree</b>	Double Degree in Economics and Tourism (2015) - Fourth year Double Degree in Business Administration and Tourism - Fourth year Double degree in Economics and Tourism - Third year Degree in Tourism - Third year
<b>Credits</b>	6
<b>Period</b>	1st semester
<b>Language of instruction</b>	English

### Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Francisco Rejón Guardia <a href="mailto:f.rejon@uib.eu">f.rejon@uib.eu</a>	12:00	13:00	Tuesday	01/09/2019	30/04/2020	DB022 - EDIFICI JOVELLANOS - SEND AN EMAIL TO CONFIRM

### Context

Tourism Marketing is a compulsory subject. The current approach is designed to be an extension of the course Tourism Marketing I in which the student has been offered an initial view of marketing applied to tourism and has been familiar with concepts such as environmental and market analysis, touristic demand, consumer behaviour, market segmentation and positioning.

This course covers the core elements of what is called marketing mix (product, price and promotion, being the distribution widely developed in the specific course Tourism Intermediaries), with the goal of preparing students to understand and develop decision-making applied to tourism marketing.

*\*Important: "The language of instruction for this course will be English. Students taking this course will learn specific economic /tourism-related vocabulary and develop both their productive and receptive skills in English, moreover, therefore acquire further knowledge of the English language."*

### Requirements

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### Essential

Students should have the knowledge given in Tourism Marketing I. They also should have a good command of English.

### Recommended

It is recommended for students to have successfully completed the following courses: English, Tourism Industry Contracts, Quantitative Analysis of Tourist Activity and Microeconomic Analysis of Tourism.

### Skills

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#### Specific

- \* Recognising the importance of Marketing in business strategy and management
- \* Acknowledging the significance of the integration and coherence of the various tools of the 'marketing mix' in the development of the marketing plan.
- \* Distinguish and analyze strategies and concrete actions of different companies or institutions, leading to leadership in their respective markets.

#### Generic

- \* Knowing how to apply technical and methodological knowledge to his/her work and doing so in a professional manner, integrating the different tourism-related subject areas that he/she has studied. Possessing the necessary skills and demonstrating them by putting forward and defending arguments and solving problems in relevant subject areas.
- \* Analytical skills: collect, organize and interpret quantitative and qualitative data relevant to the case. Ability to synthesize and critically reflect on the cases that are dealt with in class.
- \* Being able to get across information, ideas, problems and solutions in any of the marketing and tourism-related subject areas to both a specialist and non-specialist public.

#### Basic

- \* You may consult the basic competencies students will have to achieve by the end of the degree at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

### Content

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#### Contents

#### Range of topics

0. Introduction to Operational Marketing  
Introduction chapter and review
1. Designing and Managing Products and Services
  - I. Define the term Product, including the core, facilitating, supporting, and augmented product.
  - II. Explain how atmosphere, customer interaction and customer co-production are all elements with which one needs to be concerned when designing a product.

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- III. Understand branding and the conditions that support it.
2. Pricing Products: Pricing considerations, approaches and strategies
  - I. Outline the internal and external factors affecting pricing decisions.
  - II. Contrast the differences in general pricing approaches.
  - III. Identify the new product pricing strategies of market-skimming pricing and market penetration pricing.
  - IV. Understand how to apply pricing strategies for existing products
3. Distribution Channels
  - I. Describe the nature of distribution channels.
  - II. Understand the different marketing intermediaries available to the hospitality industry and the benefits of each of these intermediaries' offers.
  - III. Understand the Franchise formula.
4. Promoting Products: Communication and Promotion Policy and Advertising
  - I. Discuss the process and advantages of integrated marketing communications in communicating customer value.
  - II. Define the five promotion tools and discuss the factors that must be considered in shaping the overall promotion mix.
  - III. Outline the steps in developing effective communication.
  - IV. Explain the methods for setting the promotion budget and factors that affect the design of the promotion mix.
  - V. Define the role of advertising in the promotion mix.
  - VI. Describe the major decisions in advertising.
5. Promoting Products: Public Relations and Sales Promotion
  - I. Understand the different public relations activities and the PR process.
  - II. Explain how companies use public relations to communicate and influence important publics.
  - III. Explain how sales promotion campaigns are developed and implemented.
6. Direct and Online Marketing: Building Customer Relationships
  - I. Define direct marketing and discuss its benefits to customers and companies.
  - II. Understand how databases can be used to develop direct marketing campaigns.
  - III. Explain how companies have responded to the Internet and other powerful new technologies by developing and implementing online marketing strategies.

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### Teaching methodology

Theoretical classes in which the basic content of the subject will be offered, combined with seminars and practical work in which the concepts explained in class will be developed, deepened and applied. The case method will be used as well as activities organized by the faculty.

In-class work activities (3 credits, 75 hours)



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Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Attendance - Master classes	Large group (G)	The teacher will present the theoretical content with the active participation of the students.  Presentations, which are available to the student in the 'Aula Digital' website, will be offered to the student. It is necessary that students visit this website on a daily basis, as it will be an important communication tool between teacher and student.	40
Seminars and workshops	Case study and articles	Medium group (M)	Working with case studies in different formats (articles and textbook cases, newspaper articles, reports, audio, etc.) gives the student insight into the course content and the ability to relate different ideas.  The participation in activities organized by the school will also be assessed.	33
Assessment	Test	Large group (G)	Computer based and paper based test.	2

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

### Distance education tasks (3 credits, 75 hours)

Modality	Name	Description	Hours
Individual self-study	Homework	Continuous evaluation of individual learning. Independent work will imply revising teacher presentations, recommended websites, texts, case studies, etc.	45
Group self-study	Group work and projects	Execution and presentation of group works.  Assimilation of topics covered in class, oral and written expression, presentation skills and ability to work in a team, are important issues to be assessed.  Students will meet and work together to prepare the project.	30

### Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

### Student learning assessment

#### Itinerary A:

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- \* The **final exam** is **40%** of the whole grade and it is necessary to get at least a score of **4 for passing the course**.
- \* **Group work** is **40%** of the whole grade and it is necessary to get at least a score of **4 for passing the course**.
- \* **The average grade of the final exam and the group work should be 5 for passing the course**.
- \* **Individual class participation** together with **attendance** count for **10%** of the whole grade.
- \* **Individual exercises** count for **10%** of the whole grade.
- \* **The average grade of the final exam, the group work, individual class participation and attendance, and individual exercises should be 5 for passing the course**.

The itinerary B will be available only for those students who repeat the subject and who, in addition, can justify work causes to not attend class. **Itinerary B:**

- \* The final exam is 50% of the total grade and it is necessary to obtain at least a grade of 4 to pass the course.
- \* Group work is 40% of the total grade and it is necessary to obtain at least a grade of 4 to pass the course.
- \* The average grade of the final exam and group work must be 5 to pass the course.
- \* Individual exercises account for 10% of the total score.
- \* The average grade of the final exam, the group work, and the individual exercises must be 5 to pass the course.

### Frau en elements d'avaluació

In accordance with article 33 of Regulation of academic studies, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

### Attendance - Master classes

Modality	Theory classes
Technique	Objective tests ( <b>non-recoverable</b> )
Description	The teacher will present the theoretical content with the active participation of the students. Presentations, which are available to the student in the 'Aula Digital' website, will be offered to the student. It is necessary that students visit this website on a daily basis, as it will be an important communication tool between teacher and student.
Assessment criteria	- Class Participation, following the methodology, explained in class and being critical and proactive when participating.  - Active attendance during theoretical classes.

Final grade percentage: 5% for pathway A

Final grade percentage: 0% for pathway B

### Case study and articles

Modality	Seminars and workshops
Technique	Objective tests ( <b>non-recoverable</b> )
Description	Working with case studies in different formats (articles and textbook cases, newspaper articles, reports, audio, etc.) gives the student insight into the course content and the ability to relate different ideas. The participation in activities organized by the school will also be assessed.
Assessment criteria	- Active class Participation, following the methodology, explained in class and being critical and proactive when participating.

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- Writing clearly and correctly in case analysis.
- Submission of manuscripts in a timely manner.

Final grade percentage: 5% for pathway A  
Final grade percentage: 0% for pathway B

### Test

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Modality	Assessment
Technique	Objective tests ( <b>recoverable</b> )
Description	Computer based and paper based test.
Assessment criteria	Results of the final exam: <ul style="list-style-type: none"><li>- Test results</li></ul>

Final grade percentage: 40% for pathway A with a minimum grade of 4  
Final grade percentage: 50% for pathway B with a minimum grade of 4

### Homework

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Modality	Individual self-study
Technique	Short-answer tests ( <b>non-recoverable</b> )
Description	Continuous evaluation of individual learning. Independent work will imply revising teacher presentations, recommended websites, texts, case studies, etc.
Assessment criteria	<ul style="list-style-type: none"><li>- Individual research papers.</li><li>- The correct interpretation of reports</li><li>- Delivering rigorous, quality marketing information</li><li>- Any work submitted after the deadline will not be evaluated.</li></ul>

Final grade percentage: 10% for pathway A  
Final grade percentage: 10% for pathway B

### Group work and projects

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Modality	Group self-study
Technique	Papers and projects ( <b>recoverable</b> )
Description	Execution and presentation of group works. Assimilation of topics covered in class, oral and written expression, presentation skills and ability to work in a team, are important issues to be assessed. Students will meet and work together to prepare the project.
Assessment criteria	<p>Group work:</p> <p>Both works will include the drafting of a report and an oral presentation, with audiovisual support.</p> <p>To be assessed:</p> <ul style="list-style-type: none"><li>-The application of the theory.</li><li>-The ability to work in a team (initiative, coordination, distribution of workload, etc.).</li><li>-Clear exposition and time control.</li><li>-Correction of language, both written and oral.</li><li>-The capacity of abstraction: choose the essential elements of the report for public exposure.</li></ul> <p>The written part and the defense will be evaluated separately forming the qualification as a whole.</p>



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If failed (less than 5) the students group will have 1 week to present a new group work (written report and presentation). It will only be possible to do a new group work once (only one recovery opportunity).

Final grade percentage: 40% for pathway A with a minimum grade of 4

Final grade percentage: 40% for pathway B with a minimum grade of 4

## Resources, bibliography and additional documentation

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### Basic bibliography

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Philip R. Kotler, John T. Bowen, James Maken, Seyhmus Baloglu (2017): "Marketing for Hospitality and Tourism". 7th Edition. Pearson

