



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Tourism Marketing							
Course Code		TTS223		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	77 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		It is aimed to have the students get required knowledge about basic concepts regarding marketing activities of tourism enterprises.							
Course Content		This course informs the students about basic concepts of marketing, buying behaviors, product development, marketing strategies, market segmentation, pricing decisions, advertisement in marketing, public relations activities and international marketing.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study, Problem Solving					
Name of Lecturer(s)		Ins. Eren GÖNÜL							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Koç, E. (2008) Tüketici Davranışı ve Pazarlama Stratejileri Global ve Yerel Yaklaşım, Seçkin Kitabevi: Ankara
2	İçöz, O. (2001) Turizm İşletmelerinde Pazarlama İlkeler ve Uygulamalar, Turhan Kitabevi: Ankara

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Concepts of Marketing
2	Theoretical	Marketing in Tourism Industry
3	Theoretical	Buying Behaviors of Tourists
4	Theoretical	Buying Behaviors of Tourists
5	Theoretical	Market Segmentation in Tourism
6	Theoretical	Product Development in Tourism
7	Theoretical	Marketing Strategies in Tourism
8	Intermediate Exam	Midterm Exam
9	Theoretical	Pricing in Tourism Marketing
10	Theoretical	Sales Development in Tourism Marketing
11	Theoretical	Advertisement in Tourism Marketing
12	Theoretical	Public Relations in Tourism Marketing
13	Theoretical	Public Relations in Tourism Marketing
14	Theoretical	International Tourism Marketing
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Midterm Examination	1	9	1	10
Final Examination	1	10	1	11
Total Workload (Hours)				77
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				



Learning Outcomes

1	Getting to know about tourism marketing and buying behaviors of tourists
2	To know the buying behavior of tourists
3	To have knowledge about international marketing
4	To have knowledge about sales and marketing techniques
5	To have knowledge about distribution channels in tourism

Programme Outcomes (*Tourism and Travel Services*)

1	Tourism, natural, cultural, historical and social environment to be aware of the relationship.
2	To be able to use a second foreign language at intermediate level.
3	To have the ability to use information technologies in the field at a good level.
4	To have the knowledge and skills required by the profession.
5	To have knowledge about national and global travel destinations, motivations and movements.
6	To have information about countries and cultures.
7	Mastering the automation systems used in travel management
8	To have the technical knowledge about travel agency and ticketing.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	3	3	2	3	3
P2	4	3	4	4	4
P3	4	4	2	3	3
P4	5	4	5	5	5
P5	5	5	5	5	5
P6	4	4	5	4	3
P7	2	2	3	2	2
P8	2	2	3	2	2

