AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Tourism Marketing						
Course Code		TRZM201		Couse Level		Short Cycle (Associate's Degree)		
ECTS Credit	4	Workload	100 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		It is aimed to gain knowledge and qualifications related to marketing principles for accommodation, travel and food & beverage establishments						
Course Content		Introducing tourism marketing, marketing mix, tourism market, touristic product, promotion and publicity in tourism.						
Work Placement		N/A						
Planned Learning Activities and Teaching Methods				Explanation (Presentation)				
Name of Lecturer(s)								

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Turizm Pazarlaması - Prof. Dr. Nazmi KOZAK
2	Turizm Pazarlaması - Prof. Dr. Bahattin RIZAOĞLU

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of marketing
2	Theoretical	Introducing tourism marketing
3	Theoretical	Marketing information system
4	Theoretical	Tourism market
5	Theoretical	Marketing mix
6	Theoretical	Tourism product
7	Theoretical	Pricing tourism product
8	Intermediate Exam	Mid term exam
9	Theoretical	Distributing tourism product
10	Theoretical	Promoting tourism product
11	Theoretical	Publicity for tourism
12	Theoretical	People, physical evidences and process in tourism
13	Theoretical	Marketing research in tourism
14	Theoretical	Marketing policy in tourism
15	Theoretical	International tourism marketing

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	1	20	1	21
Midterm Examination	1	10	1	11
Final Examination	1	11	1	12
			Total Workload (Hours)	100
			[Total Workload (Hours) / 25*] = **ECTS**	4

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Apprehending tourism marketing
2	Apprehending marketing mix in tourism

3	Clarifying marketing research
4	To learn marketing information system
5	To comprehend the tourist product

Programme Outcomes *(Tourism and Hotel Management)*

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	

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

	L1
P1	5