



## 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)	Lec. Eren GÖNÜL								

### Assessment Methods and Criteria

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

### 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 & Teaching Methods	
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	Theoretical	General Review/ 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

