



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Modern Marketing Approaches in Tourism Industry							
Course Code		TUR535		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	126 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		It is purposed to contribute to provide managerial decision making skills through synthesizing modern marketing approaches/theories and marketing cases applied by destination/tourism business in the light of evaluating postmodern consumers' needs, wants and expectations							
Course Content		It will be evaluated modern marketing approaches (e.g. value marketing, relationship marketing, database marketing, guerrilla marketing, event marketing) in terms of new marketing definition and changes of marketing mix within the framework of tourism industry							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Project Based Study, Individual Study, Problem Solving					
Name of Lecturer(s)		Assoc. Prof. Ahu YAZICI AYYILDIZ							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	20
Final Examination	1	30
Practice	14	15
Assignment	1	15
Term Assignment	3	20

### Recommended or Required Reading

1	Varinli, İ. Ve K. Çatı (Ed.) (2008). Güncel Pazarlama Yaklaşımlarından Seçmeler. Detay Yayıncılık.
2	Tyler, Stephen J. (1987). The Unspeakable: Discourse, Dialogue, and Rhetoric in the Postmodern World (Rhetoric of Human Sciences). Madison, Wisconsin: Univ of Wisconsin Pr. ISBN 978-0-299-11274-5.
3	Fırat, A. F. ve N. Dholakia (2006). Theoretical and Philosophical Implications of Postmodern Debates: Some Challenges to Modern Marketing, Marketing Theory, 6(2): 123-162.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction, basic terms, concepts, resources and references recommendations, distribution of assignments/seminars/projects will be done.
	Preparation Work	On account of the first week, there is no expectancy of students' doing any preparations.
2	Theoretical	Introduction to modern marketing approaches, types of applications, determining outcomes, 7P and 7C will be discussed.
	Preparation Work	Pre reading about the concept of modern marketing will be beneficial.
3	Theoretical	Postmodern consumption and consumer behavior will be handled with regards to tourism establishments.
	Preparation Work	Research will be done about postmodernism.
4	Theoretical	Experience marketing and destinations/tourism establishments
	Preparation Work	Pre reading will be done about the concept of experience marketing
5	Theoretical	Guerrilla marketing and destinations/tourism businesses
	Preparation Work	Pre reading will be done about the concept of guerrilla marketing
6	Theoretical	Relationship marketing, customer relationship management and destinations/tourism businesses
	Preparation Work	Pre reading will be done about the concept of relationship marketing
7	Theoretical	Value marketing and destinations/tourism businesses
	Preparation Work	Pre reading will be done about the concept of value marketing
8	Theoretical	Customer relationship management and destinations / tourism establishments
	Preparation Work	Pre reading will be done about the concept of customer relationship management
9	Theoretical	Database marketing and destinations/tourism establishments
	Preparation Work	Pre reading will be done about the concept of data marketing.
10	Theoretical	Event marketing and destinations/tourism establishments



10	Preparation Work	Pre reading will be done about the concept of event marketing.
11	Theoretical	Sustainable marketing and destinations/tourism businesses
	Preparation Work	Pre reading will be done about the sustainable marketing.
12	Theoretical	Direct marketing and destinations/tourism establishments
	Preparation Work	Pre reading will be done about the concept of direct marketing.
13	Theoretical	Case study analyses
	Preparation Work	Case studies which have been given will be analyzed.
14	Theoretical	General review will be done and deficiencies will be made up for.
	Preparation Work	Academic staff will state which topics should be reviewed before the lesson.

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	2	2	0	4
Term Project	9	6	0	54
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				126
[Total Workload (Hours) / 25*] = ECTS				5

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	To be able to have enough knowledge about modern marketing approaches in destination/tourism business
2	to be able to develop strategies to overcome marketing problems faced by tourism business/destinations
3	To be able to understand postmodern consumer (tourist/visitor) behavior and its relationship to modern marketing approaches
4	To be able to analyze outcomes of modern marketing applications for destination
5	To be able to analyze outcomes of modern marketing applications for tourism business

### Programme Outcomes (Tourism Management Master)

1	To be able to train specialists who develops knowledge and skills based on the Bachelor's Degree in Tourism field and who can evaluate the sector in the point of view interdisciplinary structure of tourism management.
2	To be able to analyze the socio-economic and the managerial problems both interactionally and separately
3	To be able to produce knowledge about the studies, which have not been presented before towards the primary data sources.
4	To be able to convey recent developments in the field of tourism management to the stakeholders by using verbal, written and visual means systematically.
5	To be able to develop a solving method independently for a problem faced in tourism management, evaluate the outcomes of the problem and take roles in projects related to the field as a coordinator or a participant.
6	To be able to make strategic and implementation plans for particular issues in tourism administration and evaluate the outcomes of the plans and to determine the vision, goals and aims of the company.
7	To be able to evaluate knowledge and skills acquired in tourism management by having a sceptic standpoint and investigate the problems by implying analytical approaches with miscellaneous methods.
8	To be able to regenerate and develop constantly concerning the field participated in tourism businesses.
9	To be able to teach and inspect the scientific, social and ethical values at the degree of collecting, interpreting and announcing the data.
10	To be able to use at least one foreign language to follow the international tourism literature.
11	To be able to share the developments related to departments of tourism establishment.
12	To be able to learn about information technologies used in tourism enterprises and mastering in these technologies.
13	To be able to use the current data in the field of tourism management, develop the knowledge by using scientific methods with scientific, social and ethical responsibilities.
14	To be able to Implement the knowledge and the abilities at problem solving that absorbed in the field of tourism at interdisciplinary studies.

### 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	4	4	4	4	3
P2	5	5	5	5	4
P3	5	5	5	5	3



P4	5	5	5	5	4
P5	3	3	3	3	3
P6	5	5	5	5	5
P7	4	4	4	4	4
P8	5	5	5	5	4
P9	4	4	4	4	5
P10	3	3	3	3	5
P11	4	4	4	4	5
P12	4	4	4	4	5
P13	5	5	5	5	5
P14	4	4	4	4	4

