



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Tourism Marketing							
Course Code		TUR505		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	129 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The course aims at contributing to provide essential knowledge and skills in order to develop strategies and tactics for marketing problems of tourism business/destinations in the light of marketing theories through analyzing marketing practices used by destinations/tourism business							
Course Content		Within the scope of the lesson, firstly the content and characteristics of tourism marketing will be explained. Tourism marketing planning, marketing research and its applications in tourism, communication in tourism marketing, components of marketing mix will be handled during the term and theoretical information will be reinforced with giving examples of sectoral application.							
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)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	20
Final Examination	1	30
Practice	6	10
Quiz	3	5
Assignment	14	10
Term Assignment	4	25

### Recommended or Required Reading

1	Kotler, P. J. Bowen, J. Makens (2009). Marketing for Hospitality & Tourism International Edition, 5th Edition, ISBN13: 9780132453134
2	Fyall, A. ve B. Garrod (2005). Tourism Marketing: A Collaborative Approach. Channel View Publications, ISBN 187315089X, 9781873150894
3	Holloway, J. C. (2004). Marketing for Tourism. 4th editon, Prentice Hall., ISBN 9780273682295.
4	Briggs, S. (2001). Successful Tourism Marketing. 2nd edition, Kogan Page Business Boks, ISBN-100749434694
5	Kozak, M. ve L. Andreu (2006). Progress in Tourism Marketing, Elsevier Publishing, ISBN 10: 0-08-045040-7
6	Articles, theses and research reports

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	Marketing planning and strategy development in tourism marketing
	Preparation Work	Pre reading will be done about marketing planning by making use of the sources in the bibliography.
3	Theoretical	The subject of marketing research will be explained separately within the scope of the phases of research design
	Preparation Work	Pre reading will be done about marketing research.
4	Theoretical	Tourist market, communication in tourism marketing will be handled.
	Preparation Work	Pre readings will have to be done about the concepts of market and market in tourism industry.
5	Theoretical	Consumer behavior in tourism industry will be conveyed by giving examples with reference to theories of basic consumer behaviours
	Preparation Work	It will be beneficial to scan articles about tourist behaviour.
6	Theoretical	Tourism product and tourism product policies will be discussed within the frame of product component of marketing mix.
	Preparation Work	Pre reading will be done about the concept of product and touristic product.
7	Theoretical	Objectives and purposes of pricing will be conveyed within scope of ,pricing policies and strategies, consideration of touristic product pricing by giving examples.



7	Preparation Work	Model applications about the subject of pricing will be obtained from tourism establishments.
8	Theoretical	The concept of distribution in tourism marketing will be handled within the scope of distribution in service industry.
	Preparation Work	Model applications about the concept of distribution will be searched in tourism establishments
9	Intermediate Exam	Midterm exam
10	Theoretical	Subject of promotion in tourism marketing, will be discussed with examples within the scopes of advertisement, public relations, personal selling, sales development
	Preparation Work	Examples for promotion that tourism establishments apply will be searched.
11	Theoretical	Importance of people in tourism marketing will be evaluated within the scope of service marketing.
	Preparation Work	Pre reading will be done about the subject of people being a part of 7P.
12	Theoretical	Physical evidence in tourism marketing will be evaluated within the context of service marketing.
	Preparation Work	Pre reading will be done about physical evidence being a part of 7P.
13	Theoretical	Importance of processes in tourism marketing will be evaluated within the context of service marketing.
	Preparation Work	Pre reading will be done about processes being a part of 7P.
14	Theoretical	Case study
	Preparation Work	Case study given will be analyzed.
15	Theoretical	Case study II
	Preparation Work	Case study given will be analyzed.
16	Final Exam	Final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	1	3	60
Assignment	15	1	0	15
Term Project	4	8	0	32
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				129
[Total Workload (Hours) / 25*] = ECTS				5

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	He/ she could be able to develop essential marketing mix by taking into account changing consumer (tourist/visitor) behaviors.
2	He/ she could develop marketing strategies and tactics by considering qualitative differences of the tourism business/destinations.
3	He/ she could be able to prepare an effective marketing research plan.
4	He/ she could integrate marketing principles into tourism industry.
5	He/ she could offer solutions to marketing issues with a scientific point of view.

### Programme Outcomes (Tourism Management Master's Without Thesis)

1	To be able to train specialists who develop 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.

### 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	4	4	3	4
P2	4	4	3	4	4
P3	3	4	4	3	4
P4	4	4	3	4	4



P5	4	4	4	3	4
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