

Academic year	2015-16
Subject	20519 - Tourism Marketing II
Group	Group 31, 1S, GTUR
Teaching guide	D
Language	English

## Subject identification

<b>Subject</b>	20519 - Tourism Marketing II
<b>Credits</b>	3 de presencials (75 hours) 3 de no presencials (75 hours) 6 de totals (150 hours).
<b>Group</b>	Group 31, 1S, GTUR (Campus Extens)
<b>Teaching period</b>	First semester
<b>Teaching language</b>	English

## Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	Finishing time	Day	Start date	Finish date	Office
Francisco Rejon Guardia <a href="mailto:f.rejon@uib.eu">f.rejon@uib.eu</a>	09:30	10:30	Tuesday	14/09/2015	18/12/2015	DB021 - "cita prèvia per e-mail" - Edifici Jovellanos
	10:00	11:00	Tuesday	01/02/2016	01/07/2016	DB0021 - concertar cita previa por correo electrónico

## Contextualisation

Tourism Marketing II is a compulsory subject given during the first half of the third year of the degree in Tourism. The current approach is designed to be an extension of the course Tourism Marketing I, given in the second year, in which the student has been offered an initial view of marketing applied to tourism and has been familiar with concepts such as environmental and market analysis, touristic demand, consumer behavior and market segmentation.

This course covers the basic elements of what is called the marketing mix (product, price and communication, being the distribution widely developed in the specific course Tourism Intermediaries), with the goal of preparing students to understand and develop decision-making applied to tourism marketing.

## Requirements

### Essential requirements

Students should have the knowledge given in Tourism Marketing I. They also should have a good command of English.

## Teaching guide

### Recommendable

It is recommended for students to have successfully completed the following courses: English, Contracting in the tourism sector, Quantitative analysis of tourism and Tourism microeconomic analysis.

### Skills

#### Specific

- \* Recognising the importance of Marketing in the business strategy..
- \* Acknowledging the significance of the integration and coherence of the various tools of the 'marketing mix' in the development of the marketing plan..
- \* Identifying and analysing marketing strategies and activities of different companies and institutions conducive to the leadership in their respective markets..

#### Generic

- \* Demonstrating and possessing a basic knowledge and basic understanding of tourism-related subjects through different scientific disciplines, together with their epistemological evolution and the links between each scientific discipline and all the other tourism-related ones, based on knowledge acquired at secondary school and onward up to a level that guarantees an awareness of spearhead studies in this field..
- \* Knowing how to apply technical and methodological knowledge to his/her work and doing so in a professional manner, integrating the different tourism-related subject areas that he/she has studied. Possessing the necessary skills and demonstrating them by putting forward and defending arguments and solving problems in relevant subject areas..
- \* Having the capacity to gather and interpret relevant quantitative, qualitative and spatial data, so as to make judgements that entail critical reflection on relevant tourism-related subjects of a regional, social, economic, legal, scientific and ethical nature. Having the capacity to gather and interpret relevant quantitative, qualitative and spatial data, so as to make judgements that entail critical reflection on relevant tourism-related subjects of a spatial, social, economic, legal, scientific and ethical nature..
- \* Being able to get across information, ideas, problems and solutions in any of the tourism-related subject areas to both a specialist and non-specialist public..

#### Basic

- \* You may consult the basic competencies students will have to achieve by the end of the degree at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

### Content

#### Theme content

##### 0. Introduction to Operational Marketing

##### 1. Designing and Managing Products and Services

Students should be able to:

1. Define the term Product, including the core, facilitating, supporting, and augmented product.
2. Explain how atmosphere, customer interaction and customer co-production are all elements with which one needs to be concerned when designing a product.

3. Understand branding and the conditions that support it.
4. Explain the new product development process.
5. Understand how the product life cycle can be applied to the hospitality industry.

2. Pricing Products: Pricing considerations, approaches and strategy

Students should be able to:

1. Outline the internal and external factors affecting pricing decisions.
2. Contrast the differences in general pricing approaches.
3. Identify the new product pricing strategies of market-skimming pricing and market-penetration pricing.
4. Understand how to apply pricing strategies for existing products, such as price bundling and price adjustment strategies.

3. Distribution channels

Students should be able to:

1. Describe the nature of distribution channels.
2. Understand the different marketing intermediaries available to the hospitality industry and the benefits of each of these intermediaries' offers.
3. Understand the Franchise formula.

4. Promoting Products: Communication and Promotion Policy and Advertising

Students should be able to:

1. Discuss the process and advantages of integrated marketing communications in communicating customer value.
2. Define the five promotion tools and discuss the factors that must be considered in shaping the overall promotion mix.
3. Outline the steps in developing effective communication.
4. Explain the methods for setting the promotion budget and factors that affect the design of the promotion mix.
5. Define the role of advertising in the promotion mix.
6. Describe the major decisions in advertising.

5. Promoting Products: Public Relations and Sales Promotion

Students should be able to:

1. Understand the different public relations activities and the PR process.
2. Explain how companies use public relations to communicate and influence important publics.
3. Explain how sales promotion campaigns are developed and implemented.

6. Direct and Online Marketing: Building Customer Relationships

Students should be able to:

1. Define direct marketing and discuss its benefits to customers and companies.
2. Understand how databases can be used to develop direct marketing campaigns.
3. Explain how companies have responded to the Internet and other powerful new technologies by developing and implementing online marketing strategies.

## Teaching methodology

The course is a combination of theory and practice, developed within master classes and seminars.

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Students will work with the case method and participate in activities organized by the faculty.

### In-class work activities

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Master classes	Large group (G)	The teacher will present the theoretical content with the active participation of the students.  Presentations, which are available to the student in the 'Campus Extens' website, will be offered to the student. It is necessary that students visit this website on a daily basis, as it will be an important communication tool between teacher and student.	40
Seminars and workshops	Case study and articles	Medium group (M)	Working with case studies in different formats (articles and textbook cases, newspaper articles, reports, audio, etc.) gives the student insight into the course content and the ability to relate different ideas.  The participation in activities organized by the school will also be assessed.	35

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

### Distance education work activities

Modality	Name	Description	Hours
Individual self-study	Homework	Continuous evaluation of individual learning. Independent work will imply revising teacher presentations, recommended websites, texts, case studies, etc.	45
Group self-study	Group work and projects	Execution and presentation of group works.  Assimilation of topics covered in class, oral and written expression, presentation skills and ability to work in a team, are important issues to be assessed.  Students will meet and work together to prepare the project.	30

### Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

### Student learning assessment

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Assessment is carried out through examinations and individual and group work assessment.

The final exam is 35% of the whole grade and it is necessary to get at least a score of 4 for passing the course.

Class participation, the group works -which are of mandatory provision- and the mid-term tests, account for another 65% of the grade. To pass the course, the average of both scores should be at least of 5.

### Master classes

Modality	Theory classes
Technique	Objective tests ( <b>retrievable</b> )
Description	The teacher will present the theoretical content with the active participation of the students. Presentations, which are available to the student in the 'Campus Extens' website, will be offered to the student. It is necessary that students visit this website on a daily basis, as it will be an important communication tool between teacher and student.
Assessment criteria	Results of the final exam: -Test results. -Essay, in which will be assessed the critical, creative and communicative competences.

Final grade percentage: 35%

### Case study and articles

Modality	Seminars and workshops
Technique	Observation techniques ( <b>non-retrievable</b> )
Description	Working with case studies in different formats (articles and textbook cases, newspaper articles, reports, audio, etc.) gives the student insight into the course content and the ability to relate different ideas. The participation in activities organized by the school will also be assessed.
Assessment criteria	Class Participation, following the methodology explained in class, and being critical and proactive when participating.  Writing clearly and correctly in case analysis.

Final grade percentage: 15%

### Homework

Modality	Individual self-study
Technique	Short-answer tests ( <b>non-retrievable</b> )
Description	Continuous evaluation of individual learning. Independent work will imply revising teacher presentations, recommended websites, texts, case studies, etc.
Assessment criteria	Mid-term tests results.

Final grade percentage: 20%

### Group work and projects

Modality	Group self-study
Technique	Papers and projects ( <b>non-retrievable</b> )
Description	Execution and presentation of group works. Assimilation of topics covered in class, oral and written expression, presentation skills and ability to work in a team, are important issues to be assessed. Students will meet and work together to prepare the project.
Assessment criteria	Presentation of group work: a mid-term one and another one at the end of course. Both works will include the drafting of a report and an oral presentation, with audiovisual support.



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To be assessed:

- The application of the theory.
- The ability to work in team (initiative, coordination, distribution of workload, etc.).
- Clear exposition and time control.
- Correction of language, both written and oral.
- The capacity of abstraction: choose the essential elements of the report for public exposure.

Final grade percentage: 30%

## **Resources, bibliography and additional documentation**

### **Basic bibliography**

Philip R. Kotler, John T. Bowen, James Maken (2010): "Marketing for Hospitality and Tourism". Fifth Edition. Ed. Prentice Hall.  
Antoni Serra (2002): "Marketing Turístico". ESIC, Ediciones Pirámide. Madrid

### **Complementary bibliography**

A. V. Seaton, M. M. Bennett (1996): "Marketing Tourism Products: Concepts, Issues, Cases". Thomson Learning

### **Other resources**

Analysis of case studies from Kotler's book.  
Reports and articles proposed in the seminars.

