

## COURSE OUTLINE

### (1) GENERAL

SCHOOL	SCHOOL OF BUSINESS		
ACADEMIC UNIT	DEPARTMENT OF TOURISM ECONOMICS AND MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TO2007	SEMESTER	SPRING
COURSE TITLE	INTRODUCTION TO TOURISM MARKETING		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
LECTURES	3	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND		
<b>PREREQUISITE COURSES:</b>	NO		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	GREEK		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	NO		
<b>COURSE WEBSITE (URL)</b>			

### (2) LEARNING OUTCOMES

<p><b>Learning outcomes</b>  <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <li>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul>
<p>This course aims to outline the main characteristics of tourism marketing either on a business level or a destination level. It provides a comprehensive and authoritative introduction to all aspects of tourism marketing helping the students to understand the importance of marketing research and the role and functions of marketing in the tourism industry. The main learning outcomes of the course:</p> <ul style="list-style-type: none"> <li>✓ Define and use the main marketing terms</li> <li>✓ Understand consumer behaviour</li> <li>✓ Discuss the importance of sales in tourism marketing</li> <li>✓ Understand the importance and use of public relations</li> <li>✓ Define competition analysis and positioning strategies</li> </ul>

### General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment	.....
Production of new research ideas	Others...
	.....

This course offers a wide spectrum of knowledge in the field of tourism marketing. The students will be able to search and analyze data and information about the importance and the role of marketing in the tourism industry, the main characteristics of a marketing plan and be able to adapt the major steps in developing marketing strategies.

### (3) SYLLABUS

#### Module Contents (Syllabus):

- ✓ Marketing definition
- ✓ Marketing tourism, hospitality and travel services
- ✓ Customer behaviour
- ✓ Marketing research
- ✓ Marketing strategy: market segmentation and trends
- ✓ Marketing strategy: strategies, positioning, and marketing objectives
- ✓ The marketing plan
- ✓ People: services and service quality
- ✓ The distribution mix and the travel trade
- ✓ Promotional mix and advertising
- ✓ Sales promotion, personal selling and sales management

### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Face – to - face	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Presentations using power point, making use of e-class, short videos to develop dialogue.	
<b>TEACHING METHODS</b> <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.  The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the</i>	<b>Activity</b>	<b>Semester workload</b>
	LECTURES	39
	Case studies	30
	Studying	56

ECTS	-	
	Course total	<b>125</b>
<b>STUDENT PERFORMANCE EVALUATION</b> <i>Description of the evaluation procedure</i>  <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i>  <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	<ul style="list-style-type: none"> <li>✓ Language of evaluation: Greek</li> <li>✓ Final Exams (50%)</li> <li>✓ Assignments (50%)</li> </ul>	

### (5) ATTACHED BIBLIOGRAPHY

*- Suggested bibliography:*

#### **A) Principal Reference:**

- ✓ Kerin, R., & Peterson, R., (2011), *Στρατηγικές Μάρκετινγκ*, Εκδόσεις Τζιόλα & Υιοί ΑΕ.
- ✓ Middleton V. & Hawkins R. (2004), *Τουριστικό Μάρκετινγκ για Βιώσιμη Ανάπτυξη*, Εκδόσεις Κριτική.

#### **B) Supplementary References:**

1. Briggs, S. (1997), *Successful tourism marketing*, London: Kogan Page.
2. Kotler P., Bowen J.R. & Makens J.C. (2003), *Marketing for Hospitality and Tourism*, 3rd ed. Upper Saddle River, NJ: Prentice Hall.
3. Laws, E. (2002), *Tourism marketing: quality and service management perspectives*, London: Continuum.
4. Middleton V.T..C. & Clarke J.R. (2000), *Marketing in Travel and Tourism*. Oxford: Butterworth-Heinemann.
5. Shoemaker, S., Lewis, R, & Yesawich, P. (2007), *Marketing leadership in hospitality and tourism: strategies and tactics for competitive advantage*, 4th ed., Upper Saddle River, N.J.: Pearson Prentice Hall.