



Centre adscrit



SYLLABUS

Bachelor's Degree in Tourism

Code-Course	062112 - Strategic and Operational Marketing				
Year	1º / 2º		Credits	6 cr ECTS	
Thematic Area	Marketing Commercialization and		Course Type	Basic Subject Training	
In-class hours	48 hours	Teacher-led learning hours	48 hours	Individual work hours	54 hours

BRIEF COURSE DESCRIPTION

The subject introduces the student to the main concepts of Marketing, paying special attention to the market and the environment from a customer-oriented perspective. Segmentation and positioning strategies are explained too. All the marketing stages are presented: the analytical stage, the strategic stage and an introduction to the marketing mix techniques: product, price, distribution and communication, within the operational stage.

The subject of Strategic and Operational marketing will allow students to learn the theories and basic concepts of tourism marketing such as, market, segmentation and positioning and will also allow them to understand the importance of customer orientation in decision making. In addition, it will enable students to perform analysis and diagnosis of marketing situations: SWOT, PESTEL, product / service analysis, pricing, etc.

KEY WORDS: marketing, consumer behavior, SWOT, PESTEL.

BASIC SKILLS

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.

SPECIFIC SKILLS

SS04- Master the foundations of and apply scientific methodology to tourism research.



SS09- Understand and use information technology and information management systems in tourism.

ACADEMIC CONTENTS

Unit 1- What is Marketing?

Unit 2- Company Analysis

Unit 3- Industry Analysis

Unit 4- Customer Journey

Unit 5- SWOT Analysis

Unit 6- Objectives

Unit 7- Who is your client?

Unit 8- Differentiation

Unit 9- Keep growing

Unit 10- Operational Marketing

LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.



Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

REFERENCES

Bowie, D. & Buttle, F. (2006). *Hospitality Marketing: 3rd Edition*. Abingdon: Routledge.

Gursoy, D. (2017). *The Routledge Handbook of Hospitality Marketing*. Abingdon: Routledge.

Jauhari, V. (2017). *Hospitality Marketing and Consumer Behavior*. New Jersey: Apple Academic.

Kotler, P. (1994). *Marketing Management: 8th Edition*. New Jersey: Prentice Hall.

Middleton, V. (2009). *Marketing in Travel and Tourism: 4th Edition*. Oxford: Butterworth-Heinemann.

Ray, N. (2017). *Tourism Marketing: A Strategic Approach*. New Jersey: Apple Academic.

Reich, A. (1997). *Marketing Management for the Hospitality Industry*. New Jersey: John Wiley & Sons.