

Business Administration

Course Number: **TOUR 130**

Course Title: **TOURISM MARKETING**

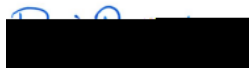
Credits: 3

Calendar Description: This course introduces students to the principles and practices of marketing and how they can be applied in the tourism context. Tourism marketing processes are considered from supply and demand perspectives. Topics include identifying needs, monitoring changes in the environment, managing services and tourism products, distribution, promotion, people, and pricing.

Students with credit for BUAD 116 can not take TOUR 130 for additional credit.

Semester and Year: **Fall 2022**

Prerequisite(s):



TOUR 1

Notes**Attendance and Participation**

There is a direct correlation between attendance in class, participation in on-line activities, and a good academic grade. It is highly recommended that students read text materials before classes. Any work missed as a result of failure to attend class or complete online assignments is the responsibility of the student.

Term Work

The term work grade will be based on 4 Individual Assignments to be discussed in class

Term Project

The project has two components:

- a. Marketing Paper (20%)

Course Schedule

Date		Topic	Textbook
2022 Week of:		Classes Start: Wednesday, September 7 STAT Friday, September 30 STAT Monday, October 10 STAT Friday, November 11 Last day of regularly scheduled Classes: Tuesday, December 6	
Sept	5	Introduction: Marketing for Hospitality and Tourism	Ch 01
	12	Service Characteristics of Hospitality and Tourism Marketing The Role of Marketing in Strategic Planning	Ch 02 Ch 03
	19	The Marketing Environment Market Research Assignment #1 Due	Ch 04
	26	Managing Customer Information Assignment #2 Due	Ch 05
Oct	3	Consumer Markets and Buying Behaviour Organizational Structure & Design Assignment #3 Due	Ch 06 Ch 07
	10	Customer Driven Marketing Strategy Designing and Managing Services and Products	Ch 08 Ch 09
	17	Building Customer Relationships Customer Value	Ch 12
	24	Mid-Term Exam Pricing	Ch 11
	31	Promoting products and Services Professional Sales	Ch 14 Ch 15
Nov	7	Direct and Electronic Marketing Assignment #4 Due	Ch 16
	14	Destination Marketing	Ch 17

