

## *Syllabus of the course "Marketing"*

### I. IDENTIFICATION

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- ✓ **Subject Name:** Marketing
- ✓ **Code:** 103735
- ✓ **Qualifications:** Hospitality Management Degree
- ✓ **Academic year:** 2016-17
- ✓ **Type of course:** Obligatory
- ✓ **ECTS credits (hours):** 6 (150)
- ✓ **Period instruction:** First Half
- ✓ **Language:** English
- ✓ **Teachers:** Jordi Oller i Nogu s

### II. PRESENTATION

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This course is the introduction to the concepts and tools of Marketing. We work the concepts of customer focus, servuction, macro and micro Marketing environment, market research, segmentation and positioning. Also consolidate the concepts of strategic and operational marketing. We work a range of marketing techniques especially aimed at Online Marketing.

How could it be otherwise in a grade about Management of Hotels, at all times, we will do reference to the Marketing of Services with emphasis on the tourism and hotel sector. The focus of the course is very practical and theoretical content is intended to be applied in the form of exercises, simulations of cases, as well as other activities.

### III. EDUCATIONAL OBJECTIVES, SPECIFIC SKILLS AND LEARNING OUTCOMES

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#### EDUCATIONAL OBJECTIVES

At the end of the course the student must be able to:

1. Differentiate the concepts of production and servuction and its implications for tourism enterprises and destinations.
2. Know the main elements of strategic planning
3. Consolidate the knowledge of operational marketing: product, price, communication and place. In special emphasis on Marketing Online

4. Point out the main components of a Marketing plan.

#### **SPECIFIC SKILLS AND LEARNING OUTCOMES**

CE7. Identify and apply the elements that govern the activity of the sector of hotels and restaurants, its interaction with the environment and its impact on the different sub-sector business

##### **LEARNING OUTCOMES**

CE7.2. Distinguishing identify and apply the concepts of marketing in the hotel industry and catering.

CE7.3. Distinguish and identify the different forms and channels of marketing in the hotel industry and catering, both locally and internationally

CE12. Define and implement the objectives, strategies and trade policies in hotel and catering companies.

##### **LEARNING OUTCOMES**

CE12.1. Interpret and apply the general plans of the company or organization and specify them in information campaigns and marketing

CE12.2. Ability to coordinate trade policy objectives and strategic and operational.

CE13. Demonstrate your understanding of the relationship and impact of information systems management processes of the business sector of the hotel and catering

##### **LEARNING OUTCOMES**

CE13.1 know the relationship between information system and marketing for hotels.

CE13.2 Ability to develop corrective actions in marketing the service in terms of the relationship.

CE32. Develop marketing plans and promotion of companies in the sectors of hotels and restaurants, especially in the field of online marketing

##### **LEARNING OUTCOMES**

CE32.1. Adapt and apply marketing techniques to the different subsystems of the business sector.

CE32.2 adapt and apply marketing techniques to the different local and international environments.

#### IV. Transversal skills

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CT1. Develop a capacity for learning independently

CT4. Use communication skills at all levels

CT5. Make decisions in situations of uncertainty, solve problems and be able to evaluate and predict the consequences of these decisions in the short, medium and long term, especially those more immediate.

CT6. Being able to search relevant information efficiently

CT11. Manage and organize time

CT12. Teamwork

CT13. Plan and manage activities on the quality and sustainability.

CT14. Demonstrate orientation and culture Customer Service

CT15. Demonstrate business vision, capture customer needs and anticipate possible changes in the environment.

CT16. Analyze, synthesize and evaluate information

#### V. AGENDA AND CONTENTS

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##### 1. MARKETING AND TYPES OF TOURISM

1.1 Marketing: A kind of definition.

1.2 Types of tourism.

1.3 Marketing in tourism

1.4 Concept of servuction

##### 2. THE MICRO-ENVIRONMENT OF MARKETING

2.1 The strategy triangle

2.2 The company and its chain of value

2.3 Segmentation process

2.4 Competition and substitutes services

##### 3. INTRODUCTION TO MARKETING MIX

- 3.1. The tourism product.
- 3.2. Price: How to fix and customized
- 3.3. Commercial distribution in the tourism industry.
- 3.4. Tourism promotion
- 3.5. Effects of Web 2.0
- 4. MARKET RESEARCH: MACRO and MICRO ENVIRONMENT
  - 4.1 Detection of changes and opportunities
  - 4.2 Methodologies and background information
  - 4.3. Actions in the micro and macro environment

## VI. RECOMMENDED READING

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Kotler P., BOWEN, J., Makena, J., "Marketing for Tourism" 3rd Edition Ed. Prentice Hall, 2003

OLLER NOGUÉS J "Creación y mejora de empresas turísticas" Editorial Deusto, 1997

POWER POINT PRESENTATIONS AND EXERCISE OF VIRTUAL CAMPUS

## VII. TEACHING METHODS

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The methodology of the course is based not only on master class methodology, but also in parallel activities (text commentaries, extension work, speeches, analysis of simple daily decisions ...), with the goal to engage and provoke emotional and intellectual concerns in the students. In particular, these activities will be conducted in both team groups and individually, have a weight of 50% and the final exam means the remaining 50%. For the implementation and evaluation of these activities will work in groups doing mentoring by the teacher. In chronological terms adequate monitoring of the progress of a student implies, in general, the following stages:

1. Attendance at master classes.
2. Personal work: Complement with reading the basic literature and presentations and exercises available on campus
3. Personal work: Reading and text analysis, conducting exercises and graphics.
4. Discussion in working groups: Commentary and discussion of the work. Generate questions to the teacher.
5. Session working group with the teacher: Questions and discussion of the main objectives.
6. Preparing report and presentation workgroups
7. Oral presentation before teaching and, if appropriate, other group.

Once the teaching weeks:

8. Personal study for the preparation of the written exam
9. Conducting the written examination

## VIII. EVALUATION

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### A) CONTINUOUS EVALUATION:

The evaluation of this course consists of the following system:

- a) Responses to individual questions made during lectures, which will be worth a **20% of the final grade.**
- b) The realization of a project group and its presentation which will be worth a **20% of the final grade.**
- c) Attendance and exercises and activities proposed by the teacher, which will be worth **10% of the final grade.**
- d) The realization of a final exam, which will be worth **50% of the final grade**

To make the final average should get at least 4 out of 10 in each part evaluated.

### B) EVALUATION: Final exam.

Date and time established by the academic calendar.

There will be one final exam, having no difference between the students who have not successfully completed the evaluation continues and those who have not followed.

## IX. ORGANISATION OF TIME STUDENT'S DEDICATION

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Number of credits = 6

Total hours dedicated for student = 150 (6 credits \* 25 credit hours)

| Type   | Activity | Hours | ECTS | LEARNING OUTCOMES  |
|--------|----------|-------|------|--|
| Guided | Lectures | 42    | 1.68 | CE7.2, CE7.3, CE12.1, CE12.2, CT4, CT5, CT13, CT14, CT15 |

|                               |                             |     |      |   |
|-------------------------------|-----------------------------|-----|------|---|
| <b>Supervised Activity</b>    | Tutorials                   | 15  | 0.6  | CE32.1. , CE32.2, CT4   |
| <b>Independent activities</b> | Preparation work            | 38  | 1:52 | CE12.1, CE12.2, CE13.1, CE13.2, CE32.1, CE32.2 CT1, CT6, CT11, CT12, CT15, CT16 |
|                               | Study and reading materials | 55  | 2.2  | CE13.1, CT1, CT11   |
| <b>TOTAL</b>                  |                             | 150 | 6    |   |

## X. TIME TEACHING

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| WEEK      | TOPIC  | METHOD                   | HOURS |
|-----------|--|--------------------------|-------|
| 1         | Vision of the subject: What and how will we approve? | Master Class             | 4     |
| 2         | 1  | Lecture + Practical work | 2 + 2 |
| 3         | 1  | Lecture + Practical work | 2 + 2 |
| 4         | 2  | Lecture + Practical work | 2 + 2 |
| 5         | 2  | Lecture + Practical work | 2 + 2 |
| 6         | 3  | Lecture + Practical work | 2 + 2 |
| 7         | 3  | Lecture + Practical work | 2 + 2 |
| 8         | 4  | Lecture + Practical work | 2 + 2 |
| 9, 10, 11 | Presentations of the final course work               | Group dynamics           | 12    |
| 12        | Preparation of the final exam                        | Group dynamics           | 4     |

## XI. ENTREPRENEURSHIP AND INNOVATION

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During the classes we will see examples from business companies and tourist destinations. The aim is that students can see opportunities to create new businesses or innovate existing ones, as workers, entrepreneurs or consultants. Therefore, students must solve

practical cases and argue their ideas while learning group dynamics, in front of the teacher and classmates.

The teaching methodology has been designed for the teacher of the subject based on 23 years of experience in university education in the tourism sector. It incorporates aspects of group dynamics and use of Web 2.0 methodologies.