

Marketing

Code: 103735
ECTS Credits: 6

Degree	Type	Year	Semester
2502904 Hotel Management	OB	3	1

Contact

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Use of Languages

Principal working language: english (eng)
Some groups entirely in English: Yes
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Prerequisites

There are no prerequisites

Objectives and Contextualisation

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, promotion and place. In special emphasis on Marketing Online
4. Point out the main components of a Marketing plan.

Competences

- Analyse, summarise and evaluate information.
- Be able to search efficiently for the necessary information.
- Define and apply the commercial objectives, strategies and policies in hotel and catering companies.
- Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
- Demonstrate an orientation and culture of customer service.
- Demonstrate knowledge and understanding of and apply standards of quality and sustainability in the process of company management in the hotel and catering sector.
- Develop a capacity for independent learning.
- Draw up communication and promotion plans for companies in the hotel and catering sector, especially in the field of online business.
- Identify and apply the elements that govern activity in the hotel and catering sectors, their interaction in the environment and their impact in the different business subsystems in the sector.

- Manage and organise time.
- Manage communication techniques at all levels.
- Plan and manage activities based on quality and sustainability.
- Take decision in situations of uncertainty, solve problems and be able to evaluate and forecast the consequences of them in the short-, medium- and long term, especially the most immediate ones.
- Work in teams.

Learning Outcomes

1. Adapt and apply commercialisation techniques to the different business subsystems in the sector.
2. Adapt and apply commercialisation techniques to the different local and international environments.
3. Analyse, summarise and evaluate information.
4. Be able to search efficiently for the necessary information.
5. Be capable of carrying out corrective actions in the commercialisation of the service in accordance with existing relations.
6. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
7. Demonstrate an orientation and culture of customer service.
8. Develop a capacity for independent learning.
9. Distinguish and identify the different forms and channels of commercialisation in the hotel and catering industry, both on a local and an international scale.
10. Distinguish, identify and apply the concepts of commercialisation in the hotel and catering industry.
11. Interpret and apply general company or organisation plans and turn them into actions of information and commercialisation.
12. Know how to coordinate operative and strategic commercial objectives and policies.
13. Manage and organise time.
14. Manage communication techniques at all levels.
15. Plan and manage activities based on quality and sustainability.
16. Take decision in situations of uncertainty, solve problems and be able to evaluate and forecast the consequences of them in the short-, medium- and long term, especially the most immediate ones.
17. Understand the relationship between information systems and commercialisation in the hotel sector.
18. Work in teams.

Content

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

Methodology

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 to the teacher and, if appropriate, other group.

Once the teaching weeks:

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

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	40	1.6	12, 7, 6, 9, 10, 14, 11, 15, 16
Type: Supervised			
Tutorials	5	0.2	2, 1, 14
Type: Autonomous			

Preparation work	18	0.72	2, 1, 3, 12, 5, 17, 6, 8, 13, 11, 4, 18
Study and reading materials	45	1.8	17, 8, 13

Assessment

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 it.

C) RE-EVALUATION

Date and time established by the Official Programming of EUTDH according to the academic calendar. Only addressed to students obtaining a grade between 3.5 and 5 in Single Assessment. The maximum possible grade to be obtained will not exceed 5. Nature of the evaluation to be defined.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and exercises	10%	10	0.4	7, 6, 9, 10, 14, 15, 16
Exam	50%	2	0.08	2, 1, 5, 9, 10
Individual Questions	20%	10	0.4	3, 5, 17, 6, 8, 13, 4, 18
Project Group	20%	20	0.8	12, 8, 14, 11, 18

Bibliography

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

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