

## Marketing

Academic Year: ( 2023 / 2024 )

Review date: 27-04-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: CERVIÑO FERNANDEZ, JULIO

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester :

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Business Organizations, Business Economics or other similar course of business introduction

## OBJECTIVES

The objective of this course is that the student should acquired an adequate understanding of the significance, extension, importance and content of Marketing, specially, in the area of tourism. It should provide a general framework to understand how marketing activities are undertaken within organizations. In order to reach this objective, the student must acquire the following knowledges, capabilities, skills and attitudes.

In regard to knowledge, once the course is finished, students should be capable of:

- To know the specificities of the marketing of services, and within this, the marketing of tourist services and products.
- To understand the different phases of a tourist market research project and also the behaviour of the tourist consumer, mainly from his/her decision and purchasing making process, to the implementation and development of a marketing plan.
- To know and identify the decision making process for tourist products and services.
- To analyze the concept of consumer satisfaction within the business of tourism.
- To evaluate and synthesize the commercial and competitive information to establish competitive policies and marketing plans for any company, and specially, for the corporations and institutions in the tourism business.
- To develop a marketing plan with the tourism sector. Students should apply all knowledge acquired in this marketing plan.

In regard to capabilities, these can be classified in two different groups: specific capabilities and more generic capabilities or skills.

In terms of specific capabilities, once the course is finished, the student should be able to:

- To identify the relevant dimensions of the commercial environment for the company.
- To know and utilize the most appropriate instruments to understand the whole business environment.
- To understand the different variables for the marketing decision within the marketing mix, and its relationship with the company marketing strategy.

In regard to the general skills, during the course, work will be focused on:

- Develop the skills to search for appropriate information in regard to the academic materials, and specifically, in tourism.
- Develop personal capabilities to work in group and accomplished team work related projects, as well as to make personal presentations within the group presentation.
- To be able to summarize in a final document the group project for the semester: a full marketing plan.
- Skills to make a diagnostic and full recommendations for commercial actions in terms of companies, sectors or institutions.
- To develop the necessary attitudes and skills to be able to work individually as well as in a group, applying the analysis and practical application of the conceptual and empirical knowledge acquired during the course.

In regard to the attitudes and other skills, once the course is finished, the student should be able to:

- \* Be creative to confront recommendations and actions, based on theoretical foundation

## DESCRIPTION OF CONTENTS: PROGRAMME

1. Marketing Concepts: Strategic Marketing vs Operational marketing
2. The Market environment and its dynamics.
3. The Marketing Environment: Micro-environment. Competitive analysis
4. Market research for service.
5. Consumer Behaviour
6. Market segmentation and tourist consumers
7. Positioning policy and strategy.
8. The Marketing Plan
9. Marketing mix: Product and Brand Strategies and policies
10. Price policy
11. Communication and promotion strategy
12. Retail and Distribution policies
13. Digital marketing

## LEARNING ACTIVITIES AND METHODOLOGY

Competencies, attitudes and skills will be acquired by students through teaching sessions, individual case study with brief case analysis, analysis of web pages of different tourism corporations and institutions, as well as the development with a work group of a final marketing project, which will be a tourist marketing plan.

Skills in regard to the diagnosis and recommendations of actions, and the capability to synthesize the ideas, concepts and results, will be developed along the semester within the work group marketing project, which will be compulsory and will have an important work load within the full course. It will also have an important weight within the final course grade.

The course will have the following structure:

- Students will have the information about the bibliographic material, which will be stated in the recommended bibliography. They will also have the teaching materials prepared by the professor for the course.
- Tourist companies brief cases, mainly derived from professional journals and magazines within the tourist sector. This material will be the basis for class discussion. These brief cases will be done either as individual work and as group work, depending on the case and theme.
- A full guide to develop the semester final marketing project: a marketing plan for a tourist company or institution.

The different cases, either those done individualistic or those done in group, will be given to the professor in due date.

The 6 ECTS credits will be structured as follows:

Teaching classes for theory and concepts: 3 ECTS

Individual cases: 1 ECTS

Group cases and final marketing project: 2 ECTS

The theoretical and conceptual classes will allow students to adequately develop the proposed competencies, and specially, to know the specific characteristics of the tourism sector, specially in regard to the commercial and marketing activities. Cases and group related activities will allow students to focus in diagnostic, evaluation capabilities, as well as develop their skills to work in a group and to acquire the responsibility to comply to deadlines and group objectives.

## ASSESSMENT SYSTEM

The final evaluation scheme is established based on three different grades:

Minimum grade in final exam for continuous evaluation: 3,8 (60%)

Test (Quizzes) sobre readings and cases: 10%

Individual Class participation of reading and cases: 10%

Group project: 20%

These four weighting grades have the objective to assure the degree student has acquired the necessary knowledge, capabilities and skills put forward in the course program.

<b>% end-of-term-examination:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40

