



COURSE: MARKETING

DEGREE: BACHELLOR'S DEGREE IN TOURISM

YEAR: 3

TERM: 1

**WEEKLY PROGRAMMING**

Week	Session	DESCRIPTION	GROUP		Special room for session (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			LECTURES	SEMINAR		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS Maximum 7 H
1	1	Course introduction: Program description, methodology (cases, exercises, lectures) and evaluation system (individual presentations, cases, class participation, tests and group work) Topic 1. Marketing and the commercial function. Strategic and tactical marketing. The need of information for marketing decision making.	X			Read the documentation on this subject and revise course documentation.	1	
1	2	<b>Practical class work:</b> CASE 1 Class Discussion		X		Read lecture reference materials, case preparation	1	
2	3	Topic 2: Marketing of products vs marketing of services	X			Read the content of theory lecture	1	
2	4	<b>Practical class work:</b> CASE 2 Class Discussion		X		Read lecture reference materials, case preparation	1	
3	5	Topic 3. Different types of services: Analysis of tourism as a product and service.	X			Read the content of theory lecture	1	

3	6	<b>Practical class work: CASE 3 Class Discussion Introduction to the Marketing Plan Project</b>		X		Read lecture reference materials, case Preparation. Consider a marketing plan project student groups.	1
4	7	Topic 4. Consumer behaviour in the service sector.	X			Read the content of theory lecture	1
4	8	<b>Practical class work: CASE 4 Class Discussion</b>		X		Read lecture reference materials, case Preparation.	1
5	9	Topic 5. Marketing Research in the service sector	X			Read the content of theory lecture	1
5	10	<b>First presentation: Market and product analysis within the Marketing Plan project.</b>		X		Practicing exercises solution, cases, and short projects	1
6	11	Topic 6. Market segmentation and tourist customers	X			Read the content of theory lecture	1
6	12	<b>Practical class work: CASE 5 Class Discussion</b>		X		Read lecture reference materials, case Preparation	1
7	13	Topic 7. Positioning strategies and policies	X			Read the content of theory lecture	1
7	14	<b>Second presentation: Competitive analysis within the Marketing Plan project</b>		X		Practicing exercises solution, cases, and assigned short projects	1
8	15	Topic 8. The tourist product and services	X			Read the content of theory lecture	1

8	16	<b>Third Presentation: Segmentation and Positioning decisions within the Marketing Plan Project and in relation to the assigned company/institution.</b>		X		Practicing exercises solution, cases, and development of the assigned project.	1
9	17	Topic 9. Service Quality, Quality Service Modeles and Service Management	X			Read the content of theory lecture	1
9	18	PARTIAL EXAM TESTS (COVERING TOPICS 1 TO 7)			X	Practicing exercises solution, cases, and short projects.	1,5
10	19	Topic 10. Distribution channels	X			Read the content of theory lecture	1
10	20	<b>Practical class work: CASE 6 Class Discussion</b>		X		Read lecture reference materials, case Preparation	1
11	21	Topic 11. Price Policy and price promotions	X			Read the content of theory lecture	1
11	22	<b>Practical class work: CASE 7 Class Discussion</b>		X		Read lecture reference materials, case Preparation	1
12	23	Topic 12. Product and Service Communication and promotion in tourism	X			Read the content of theory lecture	1
12	24	<b>Practical class work: CASE 8 Class Discussion</b>		X		Read lecture reference materials, case Preparation	1
13	25	Topic 13. Marketing Plan for a tourism company / institution	X			Read the content of theory lecture	1
13	26	<b>Practical class work: workshop for final Marketing Plan</b>		X		Read lecture reference materials, case	1

		<i>presentation – Term final project.</i>				Preparation		
14	27	<i>Final Presentation: Write a Marketing Plan and the executive summary. Presentation in the classroom by work group.</i>		X		Read lecture reference materials, case Preparation	1	
14	28	<i>Final Presentation: Write a Marketing Plan and the executive summary. Presentation in the classroom by work group.</i>		X		Read lecture reference materials, case Preparation	1	
<b>SUBTOTAL</b>							<b>42</b>	<b>+ 68 = 110</b>
15		Tutorials, handing in, etc		X				
16-18		Assessment		X			3	
<b>TOTAL</b>							<b>150</b>	