



Anexo 8.3



Programa Condensado y Calendario del Curso

Subject: (ACFBP IX) Tourism marketing	Last update: January 2016
Major: International Relations	Plan: 401
Semester: 6th	Credits: 3

Week	Subject	Activities, homework, exams	Bibliography
1	Course introduction	<ul style="list-style-type: none"> • Class attendance • Mechanist explanation of work • Teams integration 	N/A
2	Introduction to tourism marketing and characteristics of services in tourism marketing	<ul style="list-style-type: none"> • Explanatory facilitation • Notes of class • Discussion and debate in class 	<ul style="list-style-type: none"> • Kotler Et Al., 2011 • Bigné Et Al., 2000 • Lanquar, 2001
3	Los mercados de consumo y organizacionales en turismo: características y comportamiento.	<ul style="list-style-type: none"> • Explanatory facilitation • Notes of class • Discussion and debate in class 	<ul style="list-style-type: none"> • Kotler Et Al., 2011 • Bigné Et Al., 2000 • Lanquar, 2001
4	Market segmentation, target market selection and positioning	<ul style="list-style-type: none"> • Explanatory facilitation • Notes of class • Discussion and debate in class 	<ul style="list-style-type: none"> • Kotler Et Al., 2011 • Bigné Et Al., 2000 • Lanquar, 2001
5	Tourist destination marketing	<ul style="list-style-type: none"> • Explanatory facilitation • Notes of class • Discussion and debate in class • Evidence: marketing research report • Theoretical exam – conceptual (1) 	<ul style="list-style-type: none"> • Kotler Et Al., 2011 • Bigné Et Al., 2000 • Lanquar, 2001
6	Tourist product design and management	<ul style="list-style-type: none"> • Explanatory facilitation • Notes of class • Discussion and debate in class 	<ul style="list-style-type: none"> • Kotler Et Al., 2011 • Bigné Et Al., 2000 • Lanquar, 2001



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7	Tourist product design and management	<ul style="list-style-type: none"> • Explanatory facilitation <ul style="list-style-type: none"> • Notes of class • Discussion and debate in class 	<ul style="list-style-type: none"> • Kotler Et Al., 2011 • Bigné Et Al., 2000 • Lanquar, 2001
8	Price stablishment	<ul style="list-style-type: none"> • Explanatory facilitation <ul style="list-style-type: none"> • Notes of class • Discussion and debate in class 	<ul style="list-style-type: none"> • Kotler Et Al., 2011 • Bigné Et Al., 2000 • Lanquar, 2001
9	Distribution channels	<ul style="list-style-type: none"> • Explanatory facilitation <ul style="list-style-type: none"> • Notes of class • Discussion and debate in class 	<ul style="list-style-type: none"> • Kotler Et Al., 2011 • Bigné Et Al., 2000 • Lanquar, 2001
10	Integral marketing communication: publicity, public relations and sales promotion	<ul style="list-style-type: none"> • Explanatory facilitation <ul style="list-style-type: none"> • Notes of class • Discussion and debate in class 	<ul style="list-style-type: none"> • Kotler Et Al., 2011 • Bigné Et Al., 2000 • Lanquar, 2001
11	Integral marketing communication: publicity, public relations and sales promotion	<ul style="list-style-type: none"> • Explanatory facilitation <ul style="list-style-type: none"> • Notes of class • Discussion and debate in class 	<ul style="list-style-type: none"> • Kotler Et Al., 2011 • Bigné Et Al., 2000 • Lanquar, 2001
12	Integral marketing communication: direct sales, direct and online marketing	<ul style="list-style-type: none"> • Explanatory facilitation <ul style="list-style-type: none"> • Notes of class • Discussion and debate in class 	<ul style="list-style-type: none"> • Kotler Et Al., 2011 • Bigné Et Al., 2000 • Lanquar, 2001
13	Integral marketing communication: direct sales, direct and online marketing	<ul style="list-style-type: none"> • Explanatory facilitation <ul style="list-style-type: none"> • Notes of class • Discussion and debate in class 	<ul style="list-style-type: none"> • Kotler Et Al., 2011 • Bigné Et Al., 2000 • Lanquar, 2001



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14	Marketing plan.	<ul style="list-style-type: none"> • Explanatory facilitation <ul style="list-style-type: none"> • Notes of class • Discussion and debate in class • Evidence: document of marketing mix strategy of a destination or tourist product • Theoretical test – conceptual (2) 	<ul style="list-style-type: none"> • Kotler Et Al., 2011 • Bigné Et Al., 2000 • Lanquar, 2001
15	Integration product of learning unit		
16	Results	Final results	N/A
17	Tutorial		
18	Second chance course	Activities, evidences and exams	N/A
19	Second chance course	Activities, evidences and exams	N/A
20	Results	Final results	N/A

Activities for student

Class attendance
Evidences
Exams
Presentations

Evaluation

	%
Marketing research report	15
Conceptual theoretical exam (1)	20
Document of marketing mix strategy of a destination or touristic product	15
Conceptual theoretical exam (2)	20



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Integration product of learning unit	25
Attendance	5
Total	100

Bibliography	
Book's Name:	Marketing Turístico
Author :	Kotler, P.; Bowen, J.T.; Makens, J.C.; García De Madariaga, J.; Flores, J.
Editorial:	Pearson
Publication Date:	2011
Book's Name:	Marketing Turístico: De Lo Global A Lo Local
Author :	Lanquar, R.
Editorial:	Ariel Turismo
Publication Date:	2000
Book's Name:	Marketing De Destinos Turísticos. Análisis Y Estrategias De Desarrollo
Author :	Bigné, E.; Font, X.; Andreu, L.
Editorial:	Esic
Publication Date:	2000
Book's Name:	Progress In Tourism Marketing.
Author (S):	Edited By Metin Kozak And Luisa Andreu
Editorial:	Elsevier Ltd.
Publication Date:	2006
Book's Name:	Tourism Marketing For Cities And Towns.
Author (S):	Bonita M. Kolb
Editorial:	Elsevier
Publication Dat	2006
Book's Name:	Marketing In Travel And Tourism.



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Author (S):	Victor T. C. Middleton, Alan Fyall And Michael Morgan
Editorial:	Elsevier
Publication Date:	2009
Book's Name:	Strategic Marketing In Tourism Services
Author (S):	Rodoula H. Tsiotsou And Ronald E. Goldsmith
Publication Date:	2010
Book's Name:	Marketing
Author (S):	Charles W. Lamb, Joseph F. Hair, Jr., Carl Mcdaniel ; Tr. Guadalupe Meza Staines, Martha Elsa Mauri Hernández.
Editorial:	Cengage Learning
Publicatio Date:	2011
Book's Name:	Marketing And Managing Tourism Destinations
Author (S):	Alaistar M. Morrinson
Editorial:	Routledge
Publication Date:	2013