



## Anexo 8.3

### Programa Condensado



|  |                               |
|--|-------------------------------|
| <b>Subject: (ACFBP IX) Tourism marketing</b> | <b>Last update: July 2016</b> |
| <b>Major: International Relations</b>        | <b>Plan: 401</b>              |
| <b>Semester: 6th</b>                         | <b>Credits: 3</b>             |

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



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



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| 14 | Marketing plan.                                  | <ul style="list-style-type: none"> <li>• Explanatory facilitation             <ul style="list-style-type: none"> <li>• Notes of class</li> </ul> </li> <li>• Discussion and debate in class</li> <li>• Evidence: document of marketing mix strategy of a destination or tourist product</li> <li>• Theoretical test – conceptual (2)</li> </ul> | <ul style="list-style-type: none"> <li>• Kotler Et Al., 2011</li> <li>• Bigné Et Al., 2000</li> <li>• Lanquar, 2001</li> </ul> |
| 15 | Integration product of learning unit             |   |  |
| 16 | <b>Upload first opportunity grades in SIASE.</b> | Final results   | N/A  |
| 17 | Counseling for second opportunity                |   |  |
| 18 | Second opportunity                               | Activities, evidences and exams   | N/A  |
| 19 | Second opportunity                               | Activities, evidences and exams   | N/A  |
| 20 | Final grades in SIASE                            | 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          |
| <b>Total</b>                         | <b>100</b> |

| 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   |

ccp. Secretarios Académicos  
ccp. Auxiliar Académico  
ccp. Alumno