

1	Course title	Tourism Marketing
2	Course number	2603422
3	Credit hours (theory, practical)	03
	Contact hours (theory, practical)	03
4	Prerequisites/corequisites	N/A
5	Program title	Bachelor in Tourism Management
6	Program code	03
7	Awarding institution	University of Jordan
8	Faculty	School of Archeology and Tourism
9	Department	Tourism Management
10	Level of course	Second year students
11	Year of study and semester (s)	2018/2019
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	N/A
14	Language of Instruction	English
15	Date of production/revision	Sept 2018

16. Course Coordinator:

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17. Other instructors:

Office numbers, office hours, phone numbers, and email addresses should be listed.

18. Course Description:

This course provides understanding of marketing theory and practice within the context of the tourist industry. It starts with the basic concepts of tourism marketing along with the notions of strategic marketing planning. Considerable attention is given to understanding the techniques associated with market segmentation and the marketing mix. Emphasis is also focused on the tourists buying behavior and motivation. All of these ideas will be explored in the practical context of a series of case studies and student based learning through the E-learning.

19. Course aims and outcomes:

A- Aims:	
<ol style="list-style-type: none"> To provide the students with an overview about marketing in tourism and travel industry. To enhance students' understanding about tourist behavior and market segmentation. To enhance students' understanding about how the marketing mix is used in tourism. To provide the students with the required skills to develop marketing strategy for a given Jordanian tourism enterprise. 	
B- Intended Learning Outcomes (ILOs):	
<ol style="list-style-type: none"> Understand tourism marketing concepts and the characteristics of the industry. Recognize the main elements in the strategic marketing planning process in both business environment of tourism organizations and destinations. Demonstrate an evaluative understanding of techniques associated with market segmentation. Evaluates the aspect of marketing mix elements in tourism products marketing. Understand key theories related to tourist buying behavior and tourists motivation. Engage in tourism and marketing research and inquiry to write a marketing plan. 	

20. Topic Outline and Schedule:

	Unit	Day	Topics	Activities
Week 1			Add drop period + orientation of blended learning	
Week 2	Introduction to Tourism Marketing	Sunday	Key Definitions	Lecture
		Tuesday	Characteristics of Tourism	Lecture
		Thursday	The Services Marketing Triangle	E-learning/video (marketing triangle explained with cases)
Week 3	Strategic Marketing Planning	Sunday	Purpose of strategic planning	Lecture
		Tuesday	Contents of A Strategic Plan	Lecture
		Thursday	Mission statement	E-learning/ forum discussion (how to write a mission statement!)
Week 4	Strategic Marketing Planning	Sunday	Macro Marketing Environment	Lecture
		Tuesday	Macro Marketing Environment	Lecture
		Thursday	Responding to the Marketing Environment	E-learning/class discussion (The Micro and Macro Environment (Jordan as a Case)
Week 5	Strategic Marketing Planning	Sunday	SWOT analysis	Lecture
		Tuesday	Contents of A Strategic Plan	Lecture
		Thursday	Chapter summery	E-learning/video (carry out a SWOT analysis)
Week 6	Market Segmentation	Sunday	Definitions	Lecture
		Tuesday	Significances of Segmentation	Lecture
		Thursday	Segmentation Criteria	E-learning/E-discussions (why segmentation matter for tourism in Jordan)

Week 7	Market Segmentation	Sunday	Methods of Segmentation	Lecture
		Tuesday	Methods of Segmentation	Lecture
		Thursday	Methods of Segmentation	E-learning/video (select a target market for your project?)
Week 8	Marketing Mix for Tourism	Sunday	Product	Lecture
		Tuesday	Price	Lecture
		Thursday	Developing product and pricing strategies	E-learning/ develop product and pricing strategies for the selected target market!
Week 9	Marketing Mix for Tourism	Sunday	Promotion	Lecture
		Tuesday	Place	Lecture
		Thursday	Developing promotion and place strategies	E-learning/ develop promotion and place strategies for the selected target market!
Week 10	Marketing Mix for Tourism	Sunday	People	Lecture
		Tuesday	Process& physical evidence	Lecture
		Thursday	Expanded marketing mix	E-learning/ Quiz
Week 11	Tourism Motivation and Buyer Behavior	Sunday	Tourism Motivation	Lecture
		Tuesday	Maslow's theory	Lecture
		Thursday	Push-pull model	E-discussion
Week 12	Tourism Motivation and Buyer Behavior	Sunday	Decision-Making Process	Lecture
		Tuesday	Decision-Making Process	Lecture
		Thursday	Decision-Making Implications	E-discussion
Week 13	Submission of the project	Sunday	presentation of students' project	Lecture
	Submission of the project	Tuesday	presentation of students' project	Lecture
	Submission of the project	Thursday	presentation of students' project	Lecture
Week 14	Revision and reflection on the course materials		Final exam	

21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:

- Interactive lectures.
- Group discussions.
- Seminars and presentations.
- Individual or group projects

22. Evaluation Methods and Course Requirements:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

- 30% for the mid-term exam.
- 30% for blended-learning activities and course work.
- 40% for the final exam.

23. Course Policies:

A- Attendance policies:

- Students must attend all classes of this course.
- Any student with absence of 15% of the classes of any course, will be illegible to sit for the final exam and will be given the university zero (F grade) in this course
- In the case (b) above, if a student submits an official sick report authenticated by university clinic or an accepted excuse by the Dean of the faculty, the student will be considered as withdrawn from the course, and a "W" will be shown in the transcript for this course.
- Students are not allowed to come late to classes. Any student coming late will not be allowed to attend the class and he/she will be marked absent.

B- Absences from exams and handing in assignments on time:

- Failure in attending a course exam other than the final exam will result in zero mark unless the student provides an official acceptable excuse to the instructor who approves a makeup exam.
- Failure in attending the final exam will result in zero mark unless the student presents an official acceptable excuse to the Dean of the faculty who approves an incomplete exam, normally scheduled to be conducted during the first two weeks of the successive semester.
- Assignments and projects should be submitted to the instructor on the due date.

C- Health and safety procedures:

Not Applicable

D- Honesty policy regarding cheating, plagiarism, misbehaviour:

Cheating, plagiarism, misbehavior are attempts to gain marks dishonestly and includes; but not limited to:

- Copying from another student's work.
- Collaborating with another student during a test, without permission.
- Knowingly using, buying, selling, or stealing the contents of a test.
- Presenting another person's work or ideas as one's own, without acknowledging the source.
- Using any media (including mobiles) during the exam

E- Grading policy:

A grade of (D) is the minimum passing grade for this course

F- Available university services that support achievement in the course:

- Data show devices and laptops
- Electronic databases
- The library

24. Required equipment:

- Audio Visual Aids
- Tourism websites
- E-Learning portal

25. References:**A. Required book (s), assigned reading and audio-visuals:**

A handbook is available. The information contained in the handbook has been adapted from:

- Hudson, S. (2008). *Tourism and Hospitality Marketing: A Global Perspective*. London: Sage.
- Middleton, V., Fyall, A., Morgan, M., and Ranchhod, W. (2009). *Marketing in travel and tourism* (4th Ed). Oxford: Butterworth-Heinemann.

B. Recommended Sources and Texts

- Andreu, L. (2005). Market Segmentation by Motivations to Travel, *Journal of Travel and Tourism Marketing*, 19(1), pp.1-4.
- Dickman, S. (1999). *Tourism and Hospitality Marketing* (1sted), Victoria: Oxford University Press.
- Holloway, C. (2004). *Marketing for Tourism* (4thed), London: Prentice Hall.
- Kotler, P., Bowen, J. and Makens, J. (2010). *Marketing for Hospitality and Tourism* (5thed), London: Pearson Education.
- Middleton, V. and Clarke, J. (2001). *Marketing in Travel and Tourism* (3rded), Oxford: ButterworthHeinemann.
- Morrison, A. (2002). *Hospitality and Travel Marketing* (3rded), Albany: Thomson Learning.

26. Additional information:

Assignment: as a final project, participants will design a marketing plan by incorporating blended learning activities in one unit or lesson that they learned. Participants are expected to work independently on the project throughout the course.

Scenario: You are working as a marketer with a leading local company, and your manager has asked you to develop a marketing plane for XX Jordanian tourism enterprise. You were advised by your manager that marketing plan should include the following points.

1. Mission Statement
2. Situation Analysis
 - A. Internal environment (e.g. organization background and products)
 - B. External environment (e.g. economic environment, political and legal environment).
 - C. SWOT analysis
3. Marketing Objectives
4. Marketing Strategies
 - A. Target markets
 - B. Product strategies
 - C. Pricing strategies
 - D. Promotion strategies

E. Distribution strategies

5. Recommendations for Change

Details on the assignment structure are:

1. Select an organization and search their marketing strategies (e.g. Royal Jordanian, four seasons hotel)
2. All pages except the Title Page should be appropriately numbered.
3. All facts /theories/quotations should be referenced using the Harvard System.
4. Use Times New Roman 12.
5. There is no page limit but please keep the report as concise as possible.
6. The assignment should be correctly worded.

Name of Course Coordinator: -----Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: -----Signature: -----