

## Course Syllabus

1	Course title	Tourism Marketing
2	Course number	2603422
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	
4	Prerequisites/corequisites	-
5	Program title	Tourism Management
6	Program code	
7	Awarding institution	
8	School	Archaeology and Tourism
9	Department	Tourism Management
10	Level of course	4
11	Year of study and semester (s)	2020/2021 1
12	Final Qualification	
13	Other department (s) involved in teaching the course	N/A
14	Language of Instruction	English
15	Date of production/revision	31/7/2020

### 16. Course Coordinator:

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

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Ex: 25032

### 17. Other instructors:

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

### 18. Course Description:

As stated in the approved study plan.

This unit set out to provide students with an overview of marketing in the tourism industry. Moreover, it covers the most important issues in the tourism marketing such as, the tourist marketing,

tourist behaviour, and applications of marketing in the tourism destinations.

**19. Course aims and outcomes:**

<p>A- Aims:</p> <p>Improving the marketing skills for students</p> <p>Enhancing the knowledge of the students toward importance of tourism marketing</p> <p>Exploring the different tourism marketing experiences in Jordan</p> <p>Developing the communication and negotiation skills for the students</p> <p>Understanding the required skills to undertake tourism marketing jobs</p> <p>Improving creativity for the students by undertaking marketing projects</p> <p>B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to</p>
- Improving students’ skills in different tasks in tourism marketing
- Understanding the best approaches in promoting and marketing tourism products
- Better understanding the required skills in different techniques for tourism marketing
- Learning the best practice and innovation in tourism marketing
-Developing argumentative style skills for the students
-Learning the students to how promote their selves in the tourism sector

**20. Topic Outline and Schedule:**

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Overview of marketing	1		Improving students’ skills in different tasks in tourism marketing	Lecture and discussions	Sec. 25

Marketing: Definition and Concepts	2		Improving students' skills in different tasks in tourism marketing	Lecture and discussions
Selling and Marketing	3,4		Learning the students to how promote their selves in the	Lecture and discussions
Business Philosophy	5		Understanding the best approaches in promoting and	Lecture and discussions
Societal Marketing	6		Better understanding the required skills in different techniques for tourism	Lecture and discussions
Tourism Marketing Mix	7		Learning the best practice and innovation in tourism marketing	Lecture and discussions
Features of Tourism Marketing	8		Understanding the best approaches in promoting and marketing tourism products	Lecture and discussions
Internet marketing for tourism	9		Better understanding the required skills in different techniques for tourism marketing	Lecture and discussions
Consumer and organizational Buyer behaviour	10		Learning the best practice and innovation in tourism marketing	Lecture and discussions
Market segmentation, targeting and Positioning.	11		Learning the best practice and innovation in tourism marketing	Students Presentations And discussions
SWOT Analysis	12		Understanding the best approaches in promoting and marketing tourism products	Lecture and discussions
Application of marketing in travel and tourism businesses	13		Improving students' skills in different tasks in tourism marketing	Lecture and discussions
General Revision	14		Developing argumentative style skills for the students	Lecture, discussion and case studies

## 21. Teaching Methods and Assignments:

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

This unit is lecture –based. It will include Presentation of the related lecture’s topics, Discussion, group activity, and other related activities.

## 22. Evaluation Methods and Course Requirements:

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

Exams, presentation, marketing project and activities

## 23. Course Policies:

A- Attendance policies:

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

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy: Mid-Exam:30%, Presentation:15%, Participation: 5%, Final Exam: 50%

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

*All of the following policies and requirements will be followed in all potential cases according to the university regulations and procedure*

## 24. Required equipment: ( Facilities, Tools, Labs, Training....)

Data show, Laptop

## 25. References:

Required book (s), assigned reading and audio-visuals:

Lecture Notes (To be made available)

Recommended books, materials, and media:

McCabe, S. (2014). *The Routledge Handbook of Tourism Marketing*

Kotler, P., (2002). *Marketing Management – The Millennium Edition*, 10<sup>th</sup> Edition, PrenticeHall.

Holloway, J.C. (2004). *Marketing for Tourism*, 4th ed. Pearson Education, Harlow, Essex, UK

Hsu, C., Killion, L., Brown, G., Gross, M. & Huang, S. (2008). *Tourism marketing: An AsiaPacific perspective*. Milton, Qld: Wiley

Kotler, P., Bowen, J. & Makens, J. (2010). *Marketing for hospitality and tourism (5th ed.)*. Upper Saddle River, New Jersey: Pearson Education.

## 26. Additional information:

### Recommended Journals

Journal of Travel and Tourism Marketing

International Journal of Advertising

Management Today

Professional Marketing

Travel Weekly

### Recommended Websites

Tourism Marketing International <http://www.tourismmarke>Australian Marketing Institute  
[www.ami.org.au](http://www.ami.org.au)

Name of Course Coordinator: Mamoon Allan

Signature: ----- Date: -----

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

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

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

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