



SYLLABUS
Academic year 2017-2018

1. Information regarding the programme

1.1. Higher education institution	BABES-BOLYAI UNIVERSITY
1.2. Faculty	BUSINESS
1.3. Department	HOSPITALITY SERVICES
1.4. Field of study	BUSINESS ADMINISTRATION
1.5. Study cycle	MASTER
1.6. Study programme / Qualification	ADMINISTRAREA AFACERILOR ÎN OSPITALITATE ȘI TURISM INTERNATIONAL (cu predare în limba engleză)

2. Information regarding the course

2.1. Name of the course	INTERNATIONAL TOURISM MARKETING						
2.2. Code	IME0026						
2.3. Course coordinator	Prof.dr. Smaranda Adina COSMA						
2.4. Seminar coordinator	Prof.dr. Smaranda Adina COSMA						
2.5. Year of study	I	2.6. Semester	I	2.7. Type of evaluation	E	2.8. Type of course	mandatory

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	4	Of which: 3.2. lecture	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	Of which: 3.5. lecture	28	3.6. seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					28
Additional documentation (in libraries, on electronic platforms, field documentation)					28
Preparation for seminars/labs, homework, papers, portfolios and essays					28
Tutorship					2
Evaluations					2
Other activities:					6
3.7. Total individual study hours					94
3.8. Total hours per semester					150
3.9. Number of ECTS credits					6

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	



5. Conditions (if necessary)

5.1. for the course	Classroom equipped with projector, computer
5.2. for the seminar /lab activities	Classroom equipped with projector, computer

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> • Ability to participate in discussions on international tourism marketing problem • Ability to analyse and interpret marketing problem in tourism and hospitality • Ability to take funded international tourism marketing decisions
Transversal competencies	<p>CT1 Applying the principles, norms and values of professional ethics into the rigorous, efficient and accountable work strategies</p> <p>CT 2 Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork</p>

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	The objective of the course is to understand marketing tactics and strategies in international tourism and hospitality context
7.2. Specific objective of the course	<ul style="list-style-type: none"> • Understand the key marketing concepts and principles in the context of international tourism and hospitality industry • Integrate marketing in strategic planning; • Learn concepts about the internationalization of business and necessary approach for transition from the national organization to international organization • Understand hospitality marketing mix

8. Content

8.1. Course	Teaching method	Remarks
Overview of international tourism marketing principles	Oral presentation, multimedia, exemplification	One lecture
Service characteristics of tourism marketing	Oral presentation, multimedia, exemplification	One lecture



Marketing planning process in tourism and hospitality	Oral presentation, multimedia, exemplification	One lecture
International tourism marketing decisions	Oral presentation, multimedia, exemplification	One lecture
Entry strategies for international markets	Oral presentation, multimedia, exemplification	One lecture
Market segmentation, targeting and positioning	Oral presentation, multimedia, exemplification	One lecture
Building customer loyalty through quality in tourism	Oral presentation, multimedia, exemplification	One lecture
Designing and managing tourism products	Oral presentation, multimedia, exemplification	One lecture
Hospitality branding	Oral presentation, multimedia, exemplification	One lecture
Hospitality presentation mix	Oral presentation, multimedia, exemplification	One lecture
Pricing tactics and strategies	Oral presentation, multimedia, exemplification	One lecture
Tourism distribution channels	Oral presentation, multimedia, exemplification	One lecture
Communication and promotion policies	Oral presentation, multimedia, exemplification	One lecture
Planning marketing campaign	Oral presentation, multimedia, exemplification	One lecture
Bibliography	<ol style="list-style-type: none"> 1. Bowie D., Buttle F., Hospitality Marketing. An introduction, Elsevier Butterworth-Heinemann, Oxford, 2004. 2. Kotler, P., Bowen, T.B., Makens J.C., Marketing for Hospitality and Tourism, 5th ed., Pearson Prentice Hall, New Jersey, 2010. 3. Middleton, V.T.C, Fyall, A., Morgan, M., Ranchhod, A., Marketing in travel and tourism, 4th Edition, Butterworth-Heinemann, Elsevier, 2009. 4. Morgan, N., Pritchard, A., Pride, R., Destination Brands. Managing Place Reputation, Third 	





	<p>Edition, Butterworth-Heinemann, Elsevier, 2011.</p> <p>5. Palmer, A., Principles of services marketing, 6th Edition, McGraw-Hill Education, 2011.</p> <p>6. Raza, I., Heads in Beds: hospitality and tourism marketing, Pearson Prentice Hall, New Jersey, 2005.</p> <p>7. Reid, R.D., Bojanic, D.C., Hospitality Marketing Management, 5th ed., John Wiley&Sons, New Jersey, 2010.</p>
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8.2. Seminar / laboratory	Teaching method	Remarks
Requirements for course and seminar activities	Presentation and discussions	One seminar
Service characteristics of tourism marketing	Case study	One seminar
Marketing planning process in tourism and hospitality	Case study	One seminar
International tourism marketing decisions	Case study	One seminar
Entry strategies for international markets	Case study	One seminar
Market segmentation, targeting and positioning	Case study	One seminar
Building customer loyalty through quality in tourism	Case study	One seminar
Designing and managing tourism products	Case study	One seminar
Hospitality branding	Case study	One seminar
Hospitality presentation mix	Case study	One seminar
Pricing tactics and strategies	Case study	One seminar
Tourism distribution channels	Case study	One seminar
Communication and promotion policies	Case study	One seminar
Project presentation	Oral presentation, multimedia	One seminar

Bibliography	<ol style="list-style-type: none"> 1. Bowie D., Buttle F., Hospitality Marketing. An introduction, Elsevier Butterworth-Heinemann, Oxford, 2004. 2. Kotler, P., Bowen, T.B., Makens J.C., Marketing for Hospitality and Tourism, 5th ed., Pearson Prentice Hall, New Jersey, 2010. 3. Middleton, V.T.C, Fyall, A., Morgan, M., Ranchhod, A., Marketing in travel and tourism, 4th Edition, Butterworth-Heinemann, Elsevier, 2009. 4. Morgan, N., Pritchard, A., Pride, R., Destination Brands. Managing Place Reputation, Third Edition, Butterworth-Heinemann, Elsevier, 2011. 5. Palmer, A., Principles of services marketing, 6th Edition, McGraw-Hill Education, 2011. 6. Raza, I., Heads in Beds: hospitality and tourism marketing, Pearson Prentice Hall, New Jersey, 2005. 7. Reid, R.D., Bojanic, D.C., Hospitality Marketing Management, 5th ed., John Wiley&Sons, New Jersey, 2010.
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9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

- The topics covered are similar to those addressed in other prestigious universities at home and abroad. In order to adapt the content the discipline to the labor, meetings were held with representatives from the business community.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share of final grade
10.4. Course	<ul style="list-style-type: none"> • Logical application of the learned concepts • Explain the results logically and correctly 	Exam	60%
10.5. Seminar/lab activities	<ul style="list-style-type: none"> • Ability to apply learned concepts 	Project presentation	40%
10.6. Minimum performance standards			
<ul style="list-style-type: none"> ➤ knowing the fundamental concepts who were taught; ➤ appropriate use and application of specialized concepts. 			

Date

14.04.2017

Signature of course coordinator

Prof.dr. Smaranda Adina COSMA

Signature of seminar coordinator

Prof.dr. Smaranda Adina COSMA

Date of approval

Signature of the Head of department

Conf.dr. Oana Adriana Gică

