



## SYLLABUS

### Academic year 2016-2017

#### 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 ŞI TURISM INTERNATIONAL (cu predare în limba engleză)

#### 2. Information regarding the course

2.1. Name of the course	Marketingul turismului internațional/International tourism marketing						
2.2. Code	IME0026						
2.3. Course coordinator	Prof.dr. Smaranda COSMA						
2.4. Seminar coordinator	Prof.dr. Smaranda COSMA						
2.5. Year of study	1	2.6. Semester	1	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	28
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					14
Additional documentation (in libraries, on electronic platforms, field documentation)					14
Preparation for seminars/labs, homework, papers, portfolios and essays					28
Tutorship					2
Evaluations					2
Other activities:					14
3.7. Total individual study hours					98
3.8. Total hours per semester					154
3.9. Number of ECTS credits					6

#### 4. Prerequisites (if necessary)

4.1. curriculum	
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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"> <li>• Ability to participate in discussions on international tourism marketing problem</li> <li>• Ability to analyse and interpret marketing problem in tourism and hospitality</li> <li>• Ability to take funded international tourism marketing decisions</li> <li>• Ability to plan, design and implement business strategies</li> <li>• Ability to draw up various studies concerning the impact of tourism activity, and manage developmental &amp; territorial coordination projects, as well as tourism planning projects</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>• Collection, processing and information analysis regarding the interaction between the external environment and the tourism organization</li> <li>• Applying the principles, norms and values of professional ethics into the rigorous, efficient and accountable work strategies</li> </ul>

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"> <li>• Understand the key marketing concepts and principles in the context of international tourism and hospitality industry</li> <li>• Integrate marketing in strategic planning;</li> <li>• Learn concepts about the internationalization of business and necessary approach for transition from the national organization to international organization</li> <li>• Understand hospitality marketing mix</li> </ul>

8. Content

8.1. Course	Teaching method	Remarks
Overview of international tourism marketing principles	Oral presentation, multimedia, exemplification	2 hours/week



Service characteristics of tourism marketing	Oral presentation, multimedia, exemplification	2 hours/week
Marketing planning process in tourism and hospitality	Oral presentation, multimedia, exemplification	2 hours/week
International tourism marketing decisions	Oral presentation, multimedia, exemplification	2 hours/week
Entry strategies for international markets	Oral presentation, multimedia, exemplification	2 hours/week
Market segmentation, targeting and positioning	Oral presentation, multimedia, exemplification	2 hours/week
Building customer loyalty through quality in tourism	Oral presentation, multimedia, exemplification	2 hours/week
Designing and managing tourism products	Oral presentation, multimedia, exemplification	2 hours/week
Hospitality branding	Oral presentation, multimedia, exemplification	2 hours/week
Hospitality presentation mix	Oral presentation, multimedia, exemplification	2 hours/week
Pricing tactics and strategies	Oral presentation, multimedia, exemplification	2 hours/week
Tourism distribution channels	Oral presentation, multimedia, exemplification	2 hours/week
Communication and promotion policies	Oral presentation, multimedia, exemplification	2 hours/week
Planning marketing campaign	Oral presentation, multimedia, exemplification	2 hours/week
Bibliography	<ol style="list-style-type: none"> <li>1. Bowie D., Buttle F., Hospitality Marketing. An introduction, Elsevier Butterworth-Heinemann, Oxford, 2004.</li> <li>2. Kotler, P., Bowen, T.B., Makens J.C., Marketing for Hospitality and Tourism, 5th ed., Pearson Prentice Hall, New Jersey, 2010.</li> <li>3. Middleton, V.T.C, Fyall, A., Morgan, M., Ranchhod, A., Marketing in travel and tourism, 4<sup>th</sup> Edition, Butterworth-Heinemann, Elsevier, 2009.</li> <li>4. Morgan, N., Pritchard, A., Pride, R., Destination Brands. Managing Place Reputation, Third Edition, Butterworth-Heinemann, Elsevier, 2011.</li> <li>5. Palmer, A., Principles of services marketing, 6th Edition, McGraw-Hill Education, 2011.</li> <li>6. Raza, I., Heads in Beds: hospitality and tourism marketing, Pearson Prentice Hall, New Jersey, 2005.</li> <li>7. Reid, R.D., Bojanic, D.C., Hospitality Marketing Management, 5th ed., John Wiley&amp;Sons, New Jersey, 2010.</li> </ol>	



8.2. Seminar / laboratory	Teaching method	Remarks
Requirements for course and seminar activities		Organizational tasks (2 hours/week)
Service characteristics of tourism marketing	Case study	Group discussions (2 hours/week)
Marketing planning process in tourism and hospitality	Case study	Group discussions (2 hours/week)
International tourism marketing decisions	Case study	Group discussions (2 hours/week)
Entry strategies for international markets	Case study	Group discussions (2 hours/week)
Market segmentation, targeting and positioning	Case study	Group discussions (2 hours/week)
Building customer loyalty through quality in tourism	Case study	Group discussions (2 hours/week)
Designing and managing tourism products	Case study	Group discussions (2 hours/week)
Hospitality branding	Case study	Group discussions (2 hours/week)
Hospitality presentation mix	Case study	Group discussions (2 hours/week)
Pricing tactics and strategies	Case study	Group discussions (2 hours/week)
Tourism distribution channels	Case study	Group discussions (2 hours/week)
Communication and promotion policies	Case study	Group discussions (2 hours/week)
Project presentation	Oral presentation, multimedia	Group discussions (2 hours/week)
Bibliography	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, 4 <sup>th</sup> 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.	

**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"> <li>Logical application of the learned concepts</li> <li>Explain the results logically and correctly</li> </ul>	Exam	60%
10.5. Seminar/lab activities	<ul style="list-style-type: none"> <li>Ability to apply learned concepts</li> </ul>	Project presentation	40%

### 10.6. Minimum performance standards

- knowing the fundamental concepts who were taught;
- appropriate use and application of specialized concepts.

Date

Signature of course coordinator

Signature of seminar coordinator

Prof.dr. Smaranda Cosma

Prof.dr. Smaranda Cosma

Date of approval

Signature of the Head of department

Assoc.prof. Adina Negrușă