



## SYLLABUS Academic year 2024-2025

### 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	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	3	Of which: 3.2. lecture	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	42	Of which: 3.5. lecture	28	3.6. seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					30
Additional documentation (in libraries, on electronic platforms, field documentation)					30
Preparation for seminars/labs, homework, papers, portfolios and essays					38
Tutorship					2
Evaluations					2
Other activities:					6
3.7. Total individual study hours					108
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"> <li>• C1. Running a business division/ subdivision in the hospitality and tourism sector</li> <li>• C4. Drawing up decision-based strategies/ alternatives specific to hospitality/ tourism units by means of modern information technology tools</li> </ul>
Transversal competencies	CT1 Use of professional ethics standards and values specific to the field of hospitality and tourism

## 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 I	Oral presentation, multimedia, exemplification	2 hours/week
Overview of international tourism marketing principles II	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
Pricing tactics and strategies in tourism	Oral presentation, multimedia, exemplification	2 hours/week
Tourism distribution channels	Oral presentation, multimedia, exemplification	2 hours/week
Communication and promotion policies in tourism	Oral presentation, multimedia, exemplification	2 hours/week
Hospitality extended marketing mix	Oral presentation, multimedia, exemplification	2 hours/week
Bibliography	<ol style="list-style-type: none"> <li>1. Bowie D., Buttle F., Brookes, M., Mariussen A., Hospitality Marketing, 3<sup>rd</sup> edition, Routledge, 2016.</li> <li>2. Ana María Campón-Cerro, José Manuel Hernández-Mogollón, José Antonio Folgado-Fernández (Editors), Best Practices in Hospitality and Tourism Marketing and Management A Quality of Life Perspective, Springer, 2019.</li> <li>3. Hirst C., Tresidder R., Marketing in Tourism, Hospitality, Events and Food. A Critical Approach, 2nd Edition, Goodfellow Publishers Ltd, 2016.</li> </ol>	



	<ol style="list-style-type: none"> <li>4. Kotler, P., Bowen, T.B., Makens J.C., Baloglu, S., Marketing for Hospitality and Tourism, 7th ed., Pearson, 2016.</li> <li>5. McGuire, K.A., Hotel Pricing in a Social World: Driving Value in the Digital Economy, Wiley, 2016.</li> <li>6. 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>7. Morgan, N., Pritchard, A., Pride, R., Destination Brands. Managing Place Reputation, Third Edition, Butterworth-Heinemann, Elsevier, 2011.</li> <li>8. Palmer, A., Principles of services marketing, 7th Edition, McGraw-Hill Education, 2014.</li> <li>9. Reid, R.D., Bojanic, D.C., Hospitality Marketing Management, 5th ed., John Wiley&amp;Sons, New Jersey, 2010.</li> <li>10. The Cornell School of Hotel Administration on Hospitality. Cutting Edge Thinking and Practice Edited by Michael C. Sturman Jack B. Corgel Rohit Verma, Wiley, 2011.</li> </ol>
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8.2. Seminar / laboratory	Teaching method	Remarks
Requirements for course and seminar activities	Oral presentation	Organizational tasks (1 hour/week)
Overview of international tourism marketing principles I	Case study, oral presentation, multimedia	Group discussions (1 hour/week)
Overview of international tourism marketing principles II	Case study, oral presentation, multimedia	Group discussions (1 hour/week)
Service characteristics of tourism marketing, essay 1	Case study, oral presentation, multimedia	Group discussions (1 hour/week)
Marketing planning process in tourism and hospitality, essay 2	Case study, oral presentation, multimedia	Group discussions (1 hour/week)
International tourism marketing decisions, essay 3	Case study, oral presentation, multimedia	Group discussions (1 hour/week)
Entry strategies for international markets, essay 4	Case study, oral presentation, multimedia	Group discussions (1 hour/week)
Market segmentation, targeting and positioning, essay 5	Case study, oral presentation, multimedia	Group discussions (1 hour/week)
Designing and managing tourism products, essay 6	Case study, oral presentation, multimedia	Group discussions (1 hour/week)



Hospitality branding, essay 7	Case study, oral presentation, multimedia	Group discussions (1 hour/week)
Pricing tactics and strategies, essay 8	Case study, oral presentation, multimedia	Group discussions (1 hour/week)
Tourism distribution channels, essay 9	Case study, oral presentation, multimedia	Group discussions (1 hour/week)
Communication and promotion policies, essay 10	Case study, oral presentation, multimedia	Group discussions (1 hour/week)
Hospitality extended marketing mix	Case study, oral presentation, multimedia	Group discussions (1 hour/week)
Bibliography	<ol style="list-style-type: none"> <li>1. Bowie D., Buttle F., Brookes, M., Mariussen A., Hospitality Marketing, 3<sup>rd</sup> edition, Routledge, 2016.</li> <li>2. Ana María Campón-Cerro, José Manuel Hernández-Mogollón, José Antonio Folgado-Fernández (Editors), Best Practices in Hospitality and Tourism Marketing and Management A Quality of Life Perspective, Springer, 2019.</li> <li>3. Hirst C., Tresidder R., Marketing in Tourism, Hospitality, Events and Food. A Critical Approach, 2nd Edition, Goodfellow Publishers Ltd, 2016.</li> <li>4. Kotler, P., Bowen, T.B., Makens J.C., Baloglu, S., Marketing for Hospitality and Tourism, 7th ed., Pearson, 2016.</li> <li>5. McGuire, K.A., Hotel Pricing in a Social World: Driving Value in the Digital Economy, Wiley, 2016.</li> <li>6. 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>7. Morgan, N., Pritchard, A., Pride, R., Destination Brands. Managing Place Reputation, Third Edition, Butterworth-Heinemann, Elsevier, 2011.</li> <li>8. Palmer, A., Principles of services marketing, 7th Edition, McGraw-Hill Education, 2014.</li> <li>9. Reid, R.D., Bojanic, D.C., Hospitality Marketing Management, 5th ed., John Wiley&amp;Sons, New Jersey, 2010.</li> <li>10. The Cornell School of Hotel Administration on Hospitality. Cutting Edge Thinking and Practice Edited by Michael C. Sturman Jack B. Corgel Rohit Verma, Wiley, 2011.</li> </ol>	

**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

- The evaluation method will remain the same for the exam in the re-examination session.
- To calculate the final grade by summing up the points obtained during the semester, it is necessary to obtain at least 50% of the score for the written exam.

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	50%
10.5. Seminar/lab activities	<ul style="list-style-type: none"><li>• Ability to apply learned concepts</li></ul>	Preparation and presentation of 10 essays at the seminars	50%
10.6. Minimum performance standards			
<ul style="list-style-type: none"><li>➤ knowing the fundamental concepts who were taught;</li><li>➤ appropriate use and application of specialized concepts.</li></ul>			

Date

Signature of course coordinator

Signature of seminar coordinator

24.04.2024

Prof.dr. Smaranda Adina COSMA

Prof.dr. Smaranda Adina COSMA

Date of approval

Signature of the Head of department

22.05.2024

Conf.dr. Marius Bota