



SYLLABUS
International tourism marketing
Academic year 2025-2026

1. Information regarding the program

1.1. Higher education institution	Universitatea Babeș Bolyai
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	Business Administration in Hospitality and International Tourism /Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		International tourism marketing				Discipline code		IME0026			
2.2. Course coordinator			Prof.univ.dr. Smaranda Adina COSMA								
2.3. Seminar coordinator			Prof.univ.dr. Smaranda Adina COSMA								
2.4. Year of study		I	2.5. Semester		1	2.6. Type of evaluation		E	2.7. Discipline regime		mandatory

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

3.1. Hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	42	of which: 3.5 course	28	3.6 seminar/laborator	14
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					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 computer and projector
5.2. for the seminar /lab activities	Classroom equipped with computer and projector



6.1. Specific competencies acquired

Professional/essential competencies	<ul style="list-style-type: none">• C1. Running a business division/ subdivision in the hospitality and tourism sector• C4. Drawing up decision-based strategies/ alternatives specific to hospitality/ tourism units by means of modern information technology tools
Transversal competencies	<ul style="list-style-type: none">• CT1 Use of professional ethics standards and values specific to the field of hospitality and tourism

6.2. Learning outcomes

Knowledge	<p>The student possesses knowledge about the components of the microenvironment and the macro environment of marketing.</p> <ul style="list-style-type: none">• The student researches and understands the needs and expectations of customers regarding a product or service in order to identify and resolve possible inconsistencies and disagreements of the stakeholders involved.• The student knows how to analyze the external and internal environment of an organization, identifying strengths and weaknesses, in order to provide a basis for the company's strategies and for further planning.• The student pertinently identifies the particularities of marketing strategies specific to organizations operating on international markets.
Skills	<p>The student demonstrates that he or she has the ability to identify and analyze elements of the marketing micro and macro environment.</p> <ul style="list-style-type: none">• The student conducts research and analysis on external factors that influence business, such as consumers, market position, competitors, and the political environment.• The student demonstrates the ability to develop studies and analyses, organizational and efficiency of the activity of companies in order to provide advice and assistance.• The student demonstrates the ability to operationalize product, price, distribution and communication strategies within business organizations.
Responsibility and autonomy:	<p>The student is able to make decisions at the level of the position he occupies and to assume responsibility towards the higher hierarchical levels.</p> <ul style="list-style-type: none">• The student demonstrates the ability to develop proposals and make appropriate decisions, considering economic criteria.• The student establishes a positive, long-term relationship between organisations and third-party stakeholders, such as suppliers, distributors, shareholders and other stakeholders, in order to provide them with information about the organisation and its objectives.

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



7.1 General objective of the discipline	The objective of the course is to understand marketing tactics and strategies in international tourism and hospitality context
7.2 Specific objective of the discipline	<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 methods	Remarks
Overview of international tourism marketing principles I	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Overview of international tourism marketing principles II	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Service characteristics of tourism marketing	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Marketing planning process in tourism and hospitality	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
International tourism marketing decisions	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Entry strategies for international markets	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Market segmentation, targeting and positioning	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Building customer loyalty through quality in tourism	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Designing and managing tourism products	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Hospitality branding	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Pricing tactics and strategies in tourism	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Tourism distribution channels	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Communication and promotion policies in tourism	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Hospitality extended marketing mix	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Bibliography: <ol style="list-style-type: none"> Bowie D., Buttle F., Brookes, M., Mariussen A., Hospitality Marketing, 3rd edition, Routledge, 2016. 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. Hirst C., Tresidder R., Marketing in Tourism, Hospitality, Events and Food. A Critical Approach, 2nd Edition, Goodfellow Publishers Ltd, 2016. Kotler, P., Bowen, T.B., Makens J.C., Baloglu, S., Marketing for Hospitality and Tourism, 7th ed., Pearson, 2016. McGuire, K.A., Hotel Pricing in a Social World: Driving Value in the Digital Economy, Wiley, 2016. Middleton, V.T.C., Fyall, A., Morgan, M., Ranchhod, A., Marketing in travel and tourism, 4th Edition, Butterworth-Heinemann, Elsevier, 2009. 		



7. Morgan, N., Pritchard, A., Pride, R., Destination Brands. Managing Place Reputation, Third Edition, Butterworth-Heinemann, Elsevier, 2011.
8. Palmer, A., Principles of services marketing, 7th Edition, McGraw-Hill Education, 2014.
9. Reid, R.D., Bojanic, D.C., Hospitality Marketing Management, 5th ed., John Wiley&Sons, New Jersey, 2010.
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.

8.2 Seminar / laboratory	Teaching methods	Remarks
Requirements for course and seminar activities	Oral presentation	One seminar (two hours/week)
Overview of international tourism marketing principles I	Case study, oral presentation, multimedia	One seminar (two hours/week)
Overview of international tourism marketing principles II	Case study, oral presentation, multimedia	One seminar (two hours/week)
Service characteristics of tourism marketing, essay 1	Case study, oral presentation, multimedia	One seminar (two hours/week)
Marketing planning process in tourism and hospitality, essay 2	Case study, oral presentation, multimedia	One seminar (two hours/week)
International tourism marketing decisions, essay 3	Case study, oral presentation, multimedia	One seminar (two hours/week)
Entry strategies for international markets, essay 4	Case study, oral presentation, multimedia	One seminar (two hours/week)
Market segmentation, targeting and positioning, essay 5	Case study, oral presentation, multimedia	One seminar (two hours/week)
Designing and managing tourism products, essay 6	Case study, oral presentation, multimedia	One seminar (two hours/week)
Hospitality branding, essay 7	Case study, oral presentation, multimedia	One seminar (two hours/week)
Pricing tactics and strategies, essay 8	Case study, oral presentation, multimedia	One seminar (two hours/week)
Tourism distribution channels, essay 9	Case study, oral presentation, multimedia	One seminar (two hours/week)
Communication and promotion policies, essay 10	Case study, oral presentation, multimedia	One seminar (two hours/week)
Hospitality extended marketing mix	Case study, oral presentation, multimedia	One seminar (two hours/week)
Bibliography:		
<ol style="list-style-type: none"> 1. Bowie D., Buttle F., Brookes, M., Mariussen A., Hospitality Marketing, 3rd edition, Routledge, 2016. 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. 		

3. Hirst C., Tresidder R., Marketing in Tourism, Hospitality, Events and Food. A Critical Approach, 2nd Edition, Goodfellow Publishers Ltd, 2016.
4. Kotler, P., Bowen, T.B., Makens J.C., Baloglu, S., Marketing for Hospitality and Tourism, 7th ed., Pearson, 2016.
5. McGuire, K.A., Hotel Pricing in a Social World: Driving Value in the Digital Economy, Wiley, 2016.
6. Middleton, V.T.C., Fyall, A., Morgan, M., Ranchhod, A., Marketing in travel and tourism, 4th Edition, Butterworth-Heinemann, Elsevier, 2009.
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9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the program

The content of the discipline is in line with what is done in other university centers in the country and abroad. To adapt the content of the discipline to the requirements of the labor market, meetings were held with representatives of the business environment.

10. Evaluation

- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<ul style="list-style-type: none"> • Logical application of the learned concepts • Explain the results logically and correctly 	Final examination (exam period)	50%
10.5 Seminar/laboratory	<ul style="list-style-type: none"> • Ability to apply learned concepts 	Preparation and presentation of 10 essays (to be carried out and evaluated during the semester)	50%
10.6 Minimum standard of performance			
To obtain a grade of 5 it is necessary: <ul style="list-style-type: none"> • To know the fundamental concepts who were taught; • To appropriate use and apply specialized concepts. 			

11. Labels ODD (Sustainable Development Goals)

	General label for Sustainable Development						
							



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TRADITIO ET EXCELLENTIA

FACULTATEA DE
BUSINESS
IN PARTNERSHIP

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Date:
30.03.2025

Signature of course coordinator
Prof.univ.dr. Smaranda Adina COSMA

Signature of seminar coordinator
Prof.univ.dr. Smaranda Adina COSMA

Date of approval:
10.04.2025

Signature of the head of department
Assoc. prof. dr. Marius BOTA