



COURSE DESCRIPTION
International tourism marketing
Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field	Business Administration
1.5. Level of study	Master
1.6. Degree 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			Codul disciplinei	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 assessment	Exam
2.7. Course status	Compulsory			2.8. Course type	Core subject

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	3	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	42	of which: 3.5. course	28	3.6. seminar/ laboratory	14
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					30
Additional research in the library, on subject-specific electronic platforms, and on-site					30
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					38
Tutoring (professional guidance)					2
Examinations					2
Other activities					6
3.7. Total hours of individual study (IS) and self-taught activities (ST)				108	
3.8. Total hours per semester				150	
3.9. Number of credits				6	

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2. skills-related	

5. Specific conditions (where applicable)

5.1. course-related	Classroom equipped with projector, computer
5.2. seminar/laboratory-related	Classroom equipped with projector, computer

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
PC1	Running a business division/ subdivision in the hospitality and tourism sector
PC4	Drawing up decision-based strategies/ alternatives specific to hospitality/ tourism units by means of modern information technology tools
Transversal competencies	
Competency code	Competency
TC1	Use of professional ethics standards and values specific to the field of hospitality and tourism

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC1 PC4 TC1	1. The graduate has in-depth knowledge of micro- and macro-marketing components, as well as regarding their implications for international businesses in the hospitality industry and tourism.	1. The graduate has an advanced ability to identify and analyse various opportunities to adapt businesses operating in the hospitality industry and international tourism to the elements of the micro- and macro-marketing environment, using specific techniques and tools.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student/graduate explains and understands the key marketing concepts and principles in the context of international tourism and hospitality industry.
2. The student/graduate 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.
3. The student pertinently identifies the particularities of marketing strategies specific to organizations operating on international markets.
4. The student/graduate analyzes and understands hospitality marketing mix.
Specific academic skills
1. The student demonstrates the ability to develop studies and analyses in order to provide advice and assistance.
2. The student demonstrates the ability to operationalize product, price, distribution and communication strategies within business organizations.
3. The student/graduate integrate marketing into strategic planning.
4. The student/graduate learns concepts about the internationalization of business and necessary approaches for transition from the national organization to international organization.

8. Contents

8.1. Course	Teaching and learning 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		
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. 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 and learning 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

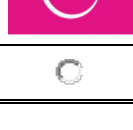
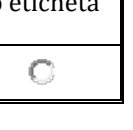
1. Bowie D., Buttle F., Brookes, M., Mariussen A., Hospitality Marketing, 3rd edition, Routledge, 2016.
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9. Evaluation

- 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).

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	• Logical application of the learned concepts • Explain the results logically and correctly	Final examination (exam period)	50%
9.5. Seminar/ laboratory	• Ability to apply learned concepts	Preparation and presentation of 10 essays (to be carried out and evaluated during the semester)	50%
9.6 Minimum standard for passing			
To obtain a grade of 5 it is necessary: • To know the fundamental concepts who were taught; • To appropriate use and apply specialized concepts.			

10. SDG labels (Sustainable Development Goals)¹

		Sustainable Development Generic Label						
								
								Nu se aplică nici o etichetă
								

Date of entry:

22.05.2026

Signature of course coordinator

Prof.univ.dr. Smaranda Adina COSMA PhD

Signature of seminar coordinator

Prof.univ.dr. Smaranda Adina COSMA

Date of approval in the department:

27.05.2026

Signature of the head of department

Assoc. Prof. Marius BOTA, PhD

¹ Select a single label which, according to the [Implementation of SDG labels in the academic process](#), best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: "No label applies."