

Course Unit	Marketing in Touristic Organisations		Field of study	Tourism	
Master in	Tourism Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2023/2024	Year of study	1	Level	2-1
Type	Semestral	Semester	1	ECTS credits	6.0
Code	5048-586-1102-00-23				
Workload (hours)	162	Contact hours	T -	TP 45	PL -
			TC -	S -	E -
			OT 6	O -	

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Ricardo Alexandre Fontes Correia

#### Learning outcomes and competences

- At the end of the course unit the learner is expected to be able to:
1. - Acquisition of the key marketing concepts.
  2. - Perception of marketing specificities in tourism.
  3. - Understanding tourism actors activity under the main marketing variables.
  4. - Perception of branding principles.
  5. - Planning of marketing activity.

#### Prerequisites

Not applicable

#### Course contents

1. Marketing Key Principles 2. Marketing in Tourism 3. Tourism Marketing Mix 4. Tourism Brands

#### Course contents (extended version)

1. Marketing Key Principles
  - Marketing Definition
  - Marketing Evolution
  - Market, Segmentation, Positioning, Targeting
2. Marketing in Tourism
  - Tourism Market
  - Tourism Actors
  - Tourism Marketing Specificities
3. Tourism Marketing Mix
  - Tourism vs Services
  - People, Physical evidence, Process, Product, Price, Promotion
4. Tourism Brands
  - Brand Definition
  - Brand Architecture
  - Brand Value Proposition

#### Recommended reading

1. Gronroos, C. (2015). Service management and marketing: managing the service profit logic (4 ed. <sup>a</sup>). John Wiley & Sons. ISBN: 978-1-118-92144-9
2. Hashim R. , Hanafiah, M. . & Jamaluddin, M. (2019). Positioning and branding tourism destinations for global competitiveness. IGI Global. ISBN: 9781522572534
3. Kotler, P. , Bowen, J. Makens & J. , Baloglu, S. (2021). Marketing for hospitality and tourism (7 ed. <sup>a</sup>). Pearson. ISBN: 978129236351
4. McCabe, S. (2009). Marketing communications in tourism & hospitality, concepts, strategies and cases. Elsevier. ISBN: 978-0-7506-8277-0
5. McCabe, S. (2017). The routledge handbook of tourism marketing. Routledge. ISBN: 9781138071438

#### Teaching and learning methods

Expository and practical lessons of the syllabus content. Methods involving active participation of students with case studies and exploration papers analyses.

#### Assessment methods

1. Final Assessment - (Regular, Student Worker) (Final, Supplementary)
  - Final Written Exam - 20%
  - Case Studies - 30%
  - Practical Work - 50%
2. Special Season Assessment - (Regular, Student Worker) (Special)
  - Practical Work - 100%
3. Exchange Students - (Regular, Student Worker) (Final, Supplementary, Special)
  - Case Studies - 100%

#### Language of instruction

Portuguese, with additional English support for foreign students.

#### Electronic validation

Ricardo Alexandre Fontes Correia	Elisabete da Anunciacao Paulo Morais	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
08-10-2023	08-10-2023	08-10-2023	15-10-2023