GoBali Study Abroad

UNIVERSITAS UDAYANA

COURSE SYLLABUS · BUSINESS & TOURISM

Tourism Marketing and Sales

Udayana University | 5 ECTS | Taught in English | Bachelor level

COURSE SYLLABUS · BUSINESS & TOURISM

Tourism Marketing and Sales

CODE	CREDITS	LANGUAGE	LEVEL
CE 3/2	5 ECTS	English	Bachelor

LECTURER
Dr. I Nyoman Madiun, MSc

EXAMS
Case Study · Written Mid-term Exam · Written Final Exam

Description

This course is designed to give an understanding of the importance of marketing and sales in the tourism field. The marketing and sales process is discussed with related examples. The marketing environment, both micro and macro, is an important concept that students need to understand well. Practical case studies are used to analyze these two concepts. Marketing strategy concepts for achieving marketing goals are demonstrated with relevant examples.

Learning objectives

- By the end of the learning process, students should:
- Have an appreciation of the meaning and the role of marketing
- Have an understanding of the basics of strategic planning and the marketing process
- Have an understanding of the five essential elements of marketing as a philosophy of consumer orientation
- Be able to describe the environments in which companies operate, and show the influence of external forces on marketing decisions
- Be able to explain market segmentation, targeting, and positioning
- Have an understanding of how products are designed, named, packaged, and formed into product lines
- Be able to state the factors that affect pricing and compare general pricing approaches
- Be able to outline the key concepts of distribution channels and physical distribution
- Be able to explain communication and promotion strategy
- Be able to show the different approaches companies can take to a market to serve consumers' and their own needs

Weekly topics

1. Introduction
2. Marketing and Marketing Process

3 Marketing Management Philosophies	11 Distribution Strategy
4 Marketing Environment	12 Promotion Strategy
5 Market Segmentation	13 Approaching the Market
6 **Case Study & Written Mid-term exam**	14 Case Study
9 Product Strategy	15 Review
10 Pricing Strategy	

Grading

Case Study	**40%**
Mid-term and final Test	**60%**

Books and other sources

1. Kotler, Philip and Gary Armstrong. 1994. *Principles of Marketing*, 6th ed. USA: Prentice Hall International.
2. Mason, J. Barry and Hazel F. Ezell. 1993. *Marketing Management*. New York: Macmillan Publishing Company.
3. Seaton, A. V. and M. M. Bennett. 1996. *Marketing Tourism Products*. International Thomson Business Press.

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