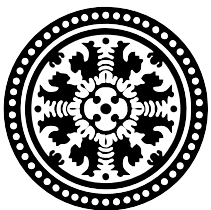




# GoBali Course Guide



UNIVERSITAS UDAYANA

More information about the GoBali program is available on the Internet (<http://www.gobali.org>).

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# Tourism Marketing and Sales:

**Code:**  
CE 3/2

**ECTS:**  
5

**Language:**  
English

**Lecturer:**  
Dr. I Nyoman Madiun. MSc

## **Description:**

This course is designed to give an understanding of the importance of marketing and sales in the tourism field. The process of marketing and sales are discussed by offering related examples. The marketing environment both micro and macro environment are considered as the important concepts to be understood well by students. Practical case studies are used to analyze these two concepts. To achieve the marketing goals, relevant marketing strategies concepts are demonstrated by using relevant and related examples.

## **Learning Objective:**

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 how products are designed, named, packaged, and formed into product lines
- Be able to state factors that affect pricing and comparing general pricing approaches
- Be able to explain a general outline of the key concepts of distribution channels and physical distribution
- Be able to explain communication and promotion strategy
- Be able to show different approaches that companies can take to a market in order to serve consumers' and the companies' needs

## **Subjects Covered:**

### **Weekly Topics:**

1. Introduction
2. Marketing and Marketing Process
3. Marketing Management Philosophies
4. Marketing Environment
5. Market Segmentation
6. Case Study & Written Mid Exam
9. Product Strategy
10. Pricing Strategy
11. Distribution Strategy
12. Promotion Strategy
13. Approaching the Market
14. Case Study

15. Review

**Exams:**

Case Study

Written Mid Term Exam

Written Final Exam

**Grading:**

Case Study 40%

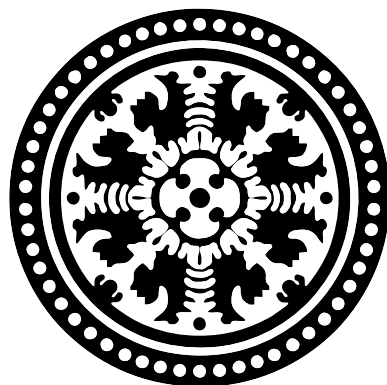
Mid and Final Test 60%

**Books and other Sources:**

1. Kottler, Philip and Armstrong, Gary, 1994, *Principles of Marketing*, sixth Edition, Prentice-Hall, International, Inc, USA
2. Mason, Barry,J. and Ezell, F., 1993, *Marketing Management*, Macmillan Publishing Company, New York
3. Seaton, A.V., and Bennett, M.M., 1996, *Marketing Tourism Products*, International Thomson Business Press, USA



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