

SYLLABUS

Course Information			
Code:	TGT6202	Course:	DIRECCIÓN DE MARKETING TURÍSTICO
Coordination Area / Program:	FAC. HTG TURISMO	Mode:	Presencial
Credits: 04	Teaching hours: 60	Autonomous Learning Hours:	84
Period: 2018-01	Start date and end of period: del 15/03/2018 al 01/07/2018		
Career: ADMINISTRACIÓN EN TURISMO			

Detail of Teaching hours							
Sum: 60	Theory: 56	Practice: 0	Laboratory: 0	Evaluation Theory: 04	Evaluation Practice: 0	Reinforcement Theory: 0	Reinforcement Practice: 0

Course Pre-requisites		
Code	Course - Credits	Career
FC-MKT INVANAME	INVESTIGACIÓN Y ANÁLISIS DE MERCADO	ADM. TURISMO
DGB-MKTRESEARCH	MARKETING RESEARCH	ADM. TURISMO

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
MELENEZ ROMAN, JOSE FRANCISCO	JMELENEZ@USIL.EDU.PE	9:00 – 18:00	Facultad HTG

Instructors
You can check the timetables for each teacher in their INFOSIL in the <i>Classes Development Teachers</i> option <i>Teachers</i> .

Course Overview
This course will provide a strategic vision of the Tourism Sector, from the Marketing Director's perspective. Students will be able to apply the main marketing tools and concepts to the Tourism Sector Dynamics. Special emphasis will be given to the analysis of the Peruvian Tourism Sector as well as the main international tourism markets.

Course Competencies	
Professional Competency	<p>PC1 Manages companies and touristic services with high standards of quality for private and public organizations in the domestic and international context.</p> <p>PC3 Designs and applies strategic, tactical and operational plans of tourism marketing with a prospective vision of the sector for the domestic and international context.</p> <p>PC6 Develops consultant projects in which planning, managing and marketing tools are applied to help public and private tourism organizations in the national and international context in the most efficient and effective manner possible</p>
Level of Professional Competency	<p>PC 1 L-3 Manages companies and touristic services with high standards of quality for private and public organizations in the domestic and international context.</p> <p>PC 3 L-3 Designs and applies strategic, tactical and operational plans of tourism marketing with a prospective vision of the sector for the domestic and international context.</p> <p>PC 6 L-3 Develops consultant projects in which planning, managing and marketing tools are applied to help public and private tourism organizations in the national and international context in the most efficient and effective manner possible.</p>
USIL General Competencies	<p>Communication Skills Communication skills make it possible for a person to use diverse linguistic tools to carry out business. This is a fundamental competency for learning and networking at USIL.</p> <p>Resource Management This competency relates to students' abilities to put together, lead, analyze and follow through on projects.</p>

Expected Course Outcomes		
Course General Outcomes	Number	Course Specific Outcomes

Analyze, evaluate and design marketing plans for tourist destinations.	1.1.	Identify and use the adequate frameworks and tools relative to tourism marketing planning.
	1.2.	Understand the importance of setting clearly strategies, objectives and goals in a marketing plan.
Relate the marketing and other pertinent tools acquired in previous courses to make accurate and feasible marketing decisions.	2.1.	Use tools from different disciplines to analyze, develop and evaluate marketing strategies applied in tourism.
	2.2.	Identify aspects that can be improved from past situations and decisions and convert them in takeaways for future decisions.
Analyze, evaluate and design strategic and operational marketing plans.	3.1.	Identify and use the adequate frameworks and tools relative to strategic and operational marketing in tourism.
Perform an outstanding teamwork.	4.1.	Presents and support marketing projects with a proficiency level.

Activity Scheduling						
Ses	Sem	(hrs)	Type	Contents	Learning Activities	Resources
Unidad N° 1: The Marketing Plan						
Specific Outcome: 1.1, 1.2, 2.1, 2.2 and 3.1						
1	1	2	AP	- Course overview: objectives and structure. - Tourism Marketing and Trends - Tourism Marketing Plan: Structure. - Elements analysis and dynamics.	- Discuss the importance of Marketing Plan development.	- Class material available in E-learning Platform. Case available in E-learning Platform.
2	1	2	AP	- Course overview: objectives and structure. - Tourism Marketing Plan: Structure. - Elements analysis and dynamics. - Marketing control.	- Group Projects: Group definition and topic justification	- Class material available in E-learning Platform. - Case available in E-learning Platform.
2	1	6	AA	- Course overview: objectives and structure. - Tourism Marketing Plan: Structure. - Elements analysis and natural dynamics. - Marketing control.	- Read assigned material for the week. - Case study application	- Readings and links uploaded in E-learning Platform.
3	2	2	AP	- Corporate management. - Management process and managerial skills.	- Review the most important concepts and tools of corporate management	- Class material available in E-learning Platform.
4	2	2	AP	Marketing Metrics and Market research.	- Identify and understand the use of the most important marketing metrics in tourism. - Review the most important concepts and tools of market research.	- Class material available in E-learning Platform
4	2	6	AA	- Corporate management. - Management process and managerial skills.	- Participate in Forum 1.	- Forum 1 in E-learning Platform.
5	3	2	AP	Marketing Metrics and Market research.	- Identify and understand the use of the most important marketing metrics in tourism. - Review the most important concepts and tools of market research.	- Class material available in E-learning Platform.
6	3	2	AP	- The marketing communications environment.	- Test 1.	- Case available in E-learning Platform.
6	3	6	AA	- The marketing communications environment.	- Case study application. - Outline the main contextual factors that affect marketing communications in the tourism and hospitality sector. Read assigned material for the week.	Class material available in E-learning Platform.
7	4	2	AP	- Consumer roles in marketing communications.	- Case study application. - Understand consumer behavior: external variables analysis and relationships with consumer behavior. - Outline the role of consumers in marketing communications.	- Class material available in E-learning Platform.
8	4	2	AP	- Consumer roles in marketing communications.	- Preliminary report and oral presentation 1.	- Case available in E-learning Platform.
8	4	6	AA	- Consumer roles in marketing communications.	- Read assigned material for the week.	- Readings and links uploaded in E-learning Platform.
9	5	2	AP	- 1st Advisory session. - Marketing communication and organizational strategy.	- Case study application. - Describe the links between organizational strategies and marketing communications.	- Class material available in E-learning Platform.
10	5	2	AP	- 1st Advisory session. - Marketing communication and organizational strategy.	- Test 2.	- Case available in E-learning Platform.
				- 1st Advisory session.		

10	5	6	AA	- Marketing communication and organizational strategy.	- Read assigned material for the week.	- Readings and links uploaded in E-learning Platform.
11	6	2	AP	- Segmentation and targeting.	- Case study application.	- Class material available in E-learning Platform.
12	6	2	AP	- Segmentation and targeting.	- Use marketing analysis criteria to do segmentation – horizontal analysis. - Analyze segmentation factors for destinations, products and services in the tourism industry.	- Case available in E-learning Platform.
12	6	6	AA	- Segmentation and targeting.	- Participate in Forum 2.	- Forum 2 in E-learning Platform.
13	7	2	AP	- Positioning and Branding.	- Case study application.	- Class material available in E-learning Platform.
14	7	2	AP	- Positioning and Branding.	- Identify positioning strategies based on market analysis. - Design powerful brands based on main characteristics of the target audience and the benefits they look for.	- Case available in E-learning Platform.
14	7	6	AA	- Positioning and Branding.	- Read assigned material for the week.	- Readings and links uploaded in E-learning Platform.
14	7	2	AV	Review.	Use weblinks to recycle and review.	USIL Virtual Campus.
15	8	2	AP	- Marketing communication planning.	- Case study application. - Design for Communication and Promotion strategy.	- Class material available in E-learning Platform.
16	8	2	AP	- Marketing communication planning.	- Preliminary report and oral presentation 2	- Case available in E-learning Platform.
16	8	6	AA	- Marketing communication planning.	- Read assigned material for the week	- Readings and links uploaded in E-learning Platform.
17	9	2	AP	- 2nd advisory session. - Advertising strategies for tourism and hospitality.	- Case study application.	- Class material available in E-learning Platform.
18	9	2	AP	- 2nd advisory session. - Advertising strategies for tourism and hospitality.	- Analyze and discuss how advertising is applied to promote tourist destinations.	- Case available in E-learning Platform.
18	9	6	AA	- 2nd advisory session. - Advertising strategies for tourism and hospitality.	- Participate in Forum 3.	- Forum 3 in E-learning Platform.
19	10	2	AP	- Other communication strategies	- Case study application. - Identify other communication strategies to market tourist destinations.	- Class material available in E-learning Platform.
20	10	2	AP	- Other communication strategies	- Test 3.	- Case available in E-learning platform.
20	10	6	AA	- Other communication strategies	- Read assigned material for the week.	- Readings and links uploaded in E-learning Platform.
21	11	2	AP	- Interactive and e-communications issues and strategies.	- Case study application.	- Class material available in E-learning platform.
22	11	2	AP	- Interactive and e-communications issues and strategies.	- Discuss how modern communication tools are re-shaping the tourist destination offering around the world.	- Case available in E-learning platform.
22	11	6	AA	- Interactive and e-communications issues and strategies	- Review the learnt contents .	- Forum 4 in E-learning Platform.
23	12	2	AP	- Customer Relationship Marketing for tourism and hospitality.	- Case study application. - Explain the use of CRM in tourism and how it could fit the strategic view of an organization looking at customer loyalty.	- Class material available in E-learning Platform.
24	12	2	AP	- Customer Relationship Marketing for tourism and hospitality.	- Test 4.	- Case available in E-learning Platform.
24	12	6	AA	- Customer Relationship Marketing for tourism and hospitality.	- Read assigned material for the week.	- Readings and links uploaded in E-learning Platform.
25	13	2	AP	- Conclusions and future issues in marketing communications.	- Case study application.	- Class material available in E-learning Platform.
26	13	2	AP	- Conclusions and future issues in marketing communications.	- Discuss and analyze the future challenges in marketing and communication for the tourism and hospitality sector.	- Case available in E-learning Platform.
26	13	6	AA	- Conclusions and future issues in marketing communications.	- Read assigned material for the week.	- Readings and links uploaded in E-learning Platform.
Basic and Supplemental References Required Reading: 1, 2, 3, 4, 5, 6						
Unidad N° 2: Presenting the Marketing Plan						
Specific Outcome: 4.1						
27	14	2	AP	- Continuous assessment - Final project	- Test 4.	- Class material available in E-learning Platform.
28	14	2	AP	- Continuous assessment - Final project	- Group Projects presentations.	- Case available in E-learning Platform.
28	14	6	AA	- Continuous assessment - Final project	- Read assigned material for the week.	- Readings and links uploaded in E-learning Platform.

Methodology
<p>The course will focus on a case studies analysis in order to deepen the student's knowledge of marketing tools and concepts acquired in previous courses. The student-based techniques which will be explored during the course include case discussions, debates and oral presentations. These techniques will not only enhance the learning process, but will also improve the student's oral skills. Most of the assignments will be done in small groups in order to promote discussion among students. Test will be done individually.</p> <p>As part of the Tourism Administration Program, the Program may consider to organize study trips for the course in order to meet the desired competencies. The programming of study trips will be communicated by the Teacher accordingly.</p>

Assessment System				
Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.				
The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.				
Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
Continuous Assessment	75%			
Assignments	45%			
Discussion 1	10%		2da	No
Discussion 2	10%		6ta	No
Discussion 3	10%		9na	No
Test 1	17,5%		3ra	No
Test 2	17,5%		5ta	No
Test 3	17,5%		10ma	No
Test 4	17,5%		12ma	No
Final Project	30%	None of the grades can be eliminated. The average of the Final Project is rounded to two decimals	14ta	No
Report and Oral Presentantion	25%			
Grade 1	50%		4ta	No
Grade 2	50%		9na	No
Examen Parcial	25%			

General Guidelines
<p>Title III: Attendance</p> <p>Article 11: Attendance to theory lessons, practice lessons, lab sessions and workshops is regulated in each course's syllabus.</p> <p>Article 12: The student will be able to do the follow-up of their attendance record in Infosil. In case he notices an irregularity, there is a three-day deadline (working days) to ask for an official revision of it.</p> <p>Title V: Evaluation process</p> <p>Article 23: The student who does not take one or more exams of the Ongoing Evaluation will be able to ask for a make-up exam of only one of them only if the syllabus allows it. The Academic Calendar indicates the deadline for requesting a make-up exam, the date to pay for it, the fee and the dates when it will be administered. This exam will be about all the topics developed in the syllabus and will replace the exam the student did not take.</p> <p>Article 24: The student who fails to sit for either Mid-term or Final exam on the scheduled date provided in the academic calendar, will be able to take a make-up exam. This grade will replace the exam the student did not take. The student will have 2 (two) days following the day he/she was absent to request the make-up evaluation through Plataforma Institucional. The corresponding fee must be paid in order to process the request.</p> <p>Article 25: The exams have to be taken personally and in-campus or in the branches authorized by the Academic Vice-Presidency. In case that branch is not the regular one where students have their lessons, they will be previously informed. Exams taken through the Virtual Campus are an exception to this article Midterm, final and make-up exams of the e-learning mode will be administered in-campus, in the classrooms assigned by the university</p>

Course Specific Rules

Attendance Policy	
Total Percentage Absences Permitted	30%

The students who reaches or exceeds the total percentage absences permitted for the course, defined by the total of effective hours, will not be able to take the final exam or the equivalent evaluation defined by the course coordination and therefore will get zero (00) as the score.

Basic and Supplemental References Required Reading

Basic References:

[1] Kotler, P. (2017). *Marketing for hospitality and tourism* (7a ed.). Boston: Pearson Education Limited.

Supplemental References Required Reading:

[2] Ojeda, C. (2012). *Marketing Turístico* Madrid: Paraninfo.

[3] Escobar, A. (2011). *Marketing turístico* Madrid: Síntesis.

References Supplementary Reading non-binding

[1] Organización Mundial del Turismo (2001). *Global Code of Ethics for Tourism* Madrid: OMT.

[2] Porter, M. (2006). *Estrategia y Ventaja Competitiva* Barcelona: Deusto.

[3] McCabe, S. (2009). *Marketing Communications in Tourism & Hospitality: Concepts, Strategies and Cases* Oxford, UK : Butterworth-Heinemann.

[4] Kotler, P.; Bowen, J.; Makens, C. (2012). *Marketing for Hospitality and Tourism* Boston: Pearson.

[5] Comisión de Promoción del Perú para la Exportación y el Turismo (2014). *Perfil del Turista Extranjero 2013 : el turismo en cifras* Lima: Promperú.

[6] Morrison A (2013). *Marketing and Managing Tourism Destinations* New York : Routledge.

[7] UNWTO (2014). *Tourism Highlights 2014* España: UNWTO.

[8] Arellano, R. (2002). *Comportamiento del Consumidor, Enfoque América Latina* México, D.F.: McGraw-Hill.

[9] Harrill, R. (2005). *Fundamentals of Destination Management and Marketing* Washington: Educational Institute.

Approved by:

MELENEZ ROMAN, JOSE FRANCISCO

Date: 24/01/2018

Validated by:

Office of Curriculum Development

Date: 24/01/2018