

TOURISM MARKETING

1	Course Title:	TOURISM MARKETING
2	Course Code:	TOTZ025
3	Type of Course:	Compulsory
4	Level of Course:	Short Cycle
5	Year of Study:	1
6	Semester:	2
7	ECTS Credits Allocated:	4.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	0.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr. Gör. BİLGE GÖKIRMAK
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları
16	Contact information of the Course Coordinator:	Öğr. Gör. Bilge GÖKIRMAK Tel: 0224 2615540 / 60532 Mail: gbilge@uludag.edu.tr Sosyal Bilimler MYO
17	Website:	
18	Objective of the Course:	To inform students studying Tourism and Hotel Management and Tourism and Travel Services Program about Tourism Marketing
19	Contribution of the Course to Professional Development:	Tourism marketing, characteristics of the tourism market, factors affecting the market, touristic product, distribution in tourism, promotion in tourism, marketing research, international tourism marketing, price, market segmentation in tourism, marketing strategy, etc. subjects are learned.
20	Learning Outcomes:	
	1	To be able to explain the concept of tourism marketing
	2	To be able to explain market segmentations and target market selection applications
	3	To be able to recognize marketing mix in tourism
	4	To be able to understand tourism marketing planning
	5	To be able to understand place of tourism marketing in business
	6	To be able to learn about electronic marketing
	7	To be able to perform case analysis
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice
1	Service Marketing	
2	Introduction to Tourism Marketing	
3	Tourism Marketing Planning	

4	Marketing information system and Tourism Market	
5	Marketing Mix- Marketing Mix Elements and Tourism Product	
6	Marketing Mix Elements: Distribution	
7	Marketing Mix Elements: Price	
8	Mid-term and Course review	
9	Marketing Mix Elements: Physical Evidences	
10	Marketing Mix Elements: Promotion	
11	Marketing Mix Elements: People	
12	Marketing Mix Elements: Processes	
13	Electronic Marketing	
14	Case Assessment	

22	Textbooks, References and/or Other Materials:	-Erol , Mikdat (2003). Turizm Pazarlaması. Bursa . Ekin Kitabevi . -Rızaoğlu, B.(2004) Turizm Pazarlaması ,Detay Yayıncılık.
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23	Assesment	
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TERM LEARNING ACTIVITIES		NUMBE	WEIGHT		
Activites			Number	Duration (hour)	Total Work Load (hour)
Home work-project	0	0	42	3.00	42.00
Practicals/Labs		0		0.00	0.00
Self study and preperation	2	100	4	2.00	28.00
Homeworks		0		0.00	0.00
Success Grade Projects		0		0.00	0.00
Field Studies		0		0.00	0.00
Total		100.00			
Midterm exams		1		25.00	25.00
Others		0		0.00	0.00
Final Exams		1		25.00	25.00
Total Work Load					120.00
Total work load/ 30 hr					4.00
ECTS Credit of the Course					4.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	5	5	5	5	5	5	5	5	5	5	5	5	0	0	0	0
ÖK2	5	5	5	5	5	5	5	5	5	5	5	5	0	0	0	0
ÖK3	5	5	5	5	5	5	5	5	5	5	5	5	0	0	0	0
ÖK4	5	5	5	5	5	5	5	5	5	5	5	5	0	0	0	0

ÖK5	5	5	5	5	5	5	5	5	5	5	5	5	0	0	0	0
ÖK6	5	5	5	5	5	5	5	5	5	5	5	5	0	0	0	0
ÖK7	5	5	5	5	5	5	5	5	5	5	5	5	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			