

Module code: MOD003336	Version: 2 Date Amended: 03/May/2016
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1. Module Title
Tourism Marketing

2a. Module Leader	2b. Department	2c. Faculty
Null	Department of Leadership and Management	Lord Ashcroft International Business School

3a. Level	3b. Module Type
5	Standard (fine graded)

4a. Credits	4b. Study Hours
30	300

5. Restrictions			
Type	Module Code	Module Name	Condition
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Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
This module introduces the student to the tourism industry and is based on the marketing skills of communication, economics, human resource management, promotion, marketing-information management, and selling. This module will help students appreciate, develop, and manage marketing in the tourism industry sectors. The module will introduce basic concepts and skills in tourism marketing, and will address differences between tourism and other industries. Students will learn how marketing managers can position their products or destinations to capture customers. Topics include domestic and international travel, sales techniques, transportation methods (road, water, air, and rail), food and beverage marketing, and destination marketing. Student learning in this module will be assessed via a midterm written assignment and a final project. There will also be additional formative assessment activities throughout the term.

6b. Outline Content
The Tourism Industry The Tourism Product Caring for Visitors Images & Brands Positioning & Strategy Mixing Marketing Mixes Managing Marketing Printed Material Public Relations Travel Writing Travel Trade Exhibitions Sales Travel Trade Liaison

6c. Key Texts/Literature
Victor Middleton, Alan Fyall, Mike Morgan, Ashok Ranchlod, Marketing in Travel & Tourism, 4th Edition, 2009, Butterworth – Heinemann. Elsevier, ISBN-10: 075068693
<i>Last Updated:</i>

6d. Specialist Learning Resources
N/A

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Identify and describe the motivating factors of the emergence of Dark Tourism, together with an understanding of the appropriate marketing strategies;
2	Knowledge and Understanding	describe the impact tourism has on local, state, and national economies, and describe the current trends in tourism and the major businesses found in tourism;
3	Knowledge and Understanding	describe the types of promotional strategies used in tourism and identify key web sites that provide up-to-date information;
4	Intellectual, practical, affective and transferrable skills	research travel destinations exploring a variety of geographic locations and identify their cultural differences.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	24	1-4	3 hours weekly, delivered through lectures and tutorials (12 hours of lectures + 24 hours of tutorials), or equivalent.
Other teacher managed learning	48	1-4	3 hours weekly, delivered through lectures and tutorials (12 hours of lectures + 24 hours of tutorials), or equivalent.
Student managed learning	228	1-4	228 hours during the study period of tutor led and/or individual focussed study including reading, exercises, case studies and library research,
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	2	40 (%)	Fine Grade	30 (%)
Details:		ASSIGNMENT - 2500 WORDS			
Assignment - 2500 words.					
011	Coursework	1-4	60 (%)	Fine Grade	30 (%)
Details:		FINAL PROJECT - 3000 words			
Final Project - 3000 words.					

**In order to pass this module, students are required to achieve an overall mark of 40%.
In addition, students are required to:**
(a) achieve the qualifying mark for each element of fine graded assessment of as specified above
(b) pass any pass/fail elements