

1. OVERVIEW

Subject Area	INTRODUCTION TO TOURISM MARKETING
Degree	Bachelor's Degree in International Management of Tourism and Leisure Companies
School/Faculty	SOCIAL SCIENCES
Year	1º
ECTS	6
Type	COMPULSORY
Language(s)	SPANISH
Delivery Mode	ON-CAMPUS
Semester	2

2. INTRODUCTION

The subject area aims to provide an understanding of the role of the marketing function within the company, to learn/understand how the market functions, and the needs and desires of consumers in order to be able to develop a series of customer-oriented strategies.

To this end, we have set ourselves the following objectives for the subject area, which are summarised in the following points:

- The learner should be able to analyse and understand the environment in order to plan, execute and control marketing activities.
- To understand marketing information systems and the commercial research process, designed to obtain the necessary information to be able to make decisions.
- Study and research consumer needs and understand consumer buying behaviour.

3. SKILLS AND LEARNING OUTCOMES

Basic skills (CB, by their acronym in Spanish):

CB1: Students have shown their knowledge and understanding of a study area that builds on general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study.

CB2: Students can apply their knowledge to their work or vocation in a professional **manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems** within their study area.

CB3: **Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.**

CB4: Students can communicate information, ideas, problems and solutions to both expert and non-expert audiences.

CB5: Students have developed the learning skills necessary to undertake further study in a much more independent manner.

Cross-curricular skills (CT by their acronym in Spanish)

CT11 – Planning and time management: Ability to set objectives and choose the right means to fulfil them through efficient use of time and resources.

CT13 - Problem solving: Ability to resolve an unclear or complex issue or situation which has no established solution and requires skill to reach a conclusion.

CT17 - Teamwork: Ability to integrate one's self and collaborate actively with other people, departments and/or organisations in order to reach common goals.

CT03 - Ability to adapt to new circumstances: being able to evaluate and understand different points of view, taking different approaches to suit the situation.

Specific skills (CE, by their acronym in Spanish)

CE10 - Ability to understand the dynamic and evolving nature of tourism and leisure.

CE11 - Ability to learn the operating procedure in the field of hospitality and catering.

The following table shows how the skills developed in the subject area match up with the intended learning outcomes:

Skills	Learning outcomes
CE10	RA1: To understand the role of the marketing function within the company.
CE11	RA2: To learn and understand how markets work.
CT8	RA3: To analyse the environment in order to be able to plan, execute and control marketing activities.
CT03	RA4: Based on consumer needs, to be able to formulate guidelines for the design of solutions and concepts that can be developed into future products.
CE11	RA5: To determine price strategies
CE11	RA6: To understand the basic functioning of commercial distribution systems.
CE12	RA7: To determine the communication needs of the company.

4. CONTENTS

1. **MARKETING: MANAGEMENT OF PROFITABLE RELATIONSHIPS WITH CUSTOMERS**
2. **BUSINESS AND MARKETING STRATEGY**
3. **THE MARKETING ENVIRONMENT**
4. **MARKETING INFORMATION MANAGEMENT**
5. **CONSUMER MARKETS AND CONSUMER PURCHASING BEHAVIOUR**

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

Case studies
 Collaborative learning
 Lectures
 Mock scenarios
 Project-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Attendance and active participation in class	62.5
Guided work	12.5
Independent working	37.5
Other tasks	12.5
Group work	25 h.
TOTAL	150 h.

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

Assessment system	Weighting
1. Practical exercises (on-campus)	50%
2. Knowledge tests (on-campus)	40%
3. Presentations (on-campus)	10%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment tasks, including deadlines and assessment procedures.