

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2020-2021

Teaching guide

Area: Business II: Business Organization

Subject: Marketing Fundamentals

Period: Semester 3

Lecturers:

Dr. Gilda María Hernández Maskivker

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MODULE: BUSINESS FOUNDATIONS

AREA: BUSINESS II: BUSINESS ORGANIZATION

SUBJECT: MARKETING FUNDAMENTALS

CODE: OB3EMP-II-I

LANGUAGE: ENGLISH

YEAR: 2

PERIOD: SEMESTER 3

CREDITS: 6 ECTS

1. Subject objectives

Understand the theories and basic concepts in tourism marketing such as: demand, consumer behavior, market, segmentation, positioning.

Comprehend the basic tools and applications such as: market research or marketing plan, creation of tourism products, pricing, communication and distribution.

Apply the theories and basic concepts about supply and demand to different types of companies, destinations and tourism markets.

Analyze marketing and commercial plans of companies and tourist destinations with regard to the analysis of the environment, definition of objectives and business strategies.

Design specific products, prices, distribution and communication in practice.

2. Competencies developed

Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

General

G02 - Orientation towards achievement: demonstrates perseverance to excel and go beyond standards of excellence. Implies motivation for quality.

G11 - Planning and organization: reflects a constant concern for minimizing uncertainty in the

environment and comply with established quality parameters.

G12 - Development of Organizational Culture: understands the relationships and lines of action within the organization.

Specific

E03 - Recognize the main tourist operators and the main political administrative structures.

E12 - Define objectives, strategies and marketing policies.

E13 - Lead and manage the various types of tourism organizations.

3. Content

Session 1: Introduction to Fundamentals of Marketing in the hospitality industry. Main concepts.

Session 2: Introduction to Marketing in the hospitality industry: market analysis, strategic and operational marketing.

Session 3: Evolution of the role of marketing. The case of Spain. Supervised project explanation .

Session 4: Marketing research. Marketing Information systems. A questionnaire .

Session 5: Marketing environment. Porter Diamond. Benchmarking.

Session 6: The Marketing environment: internal and external analysis. Microenvironment; Macroenvironment (PESTEL and SWOT) .

Session 7: The marketing environment: internal and external analysis. Product Life cycle.

Session 8: Portfolio analysis: Boston Matrix. .

Session 9: Tourist behavior. Clients' needs and aspirations. Listening to the customer. The purchasing process: before, during and after purchase and consumption. .

Session 10: Tourist behavior: influencing factors. The case of volunteer tourism. .

Session 11: Tutorial class: supervised project.

Session 12: Strategic Marketing: Segmentation II; Variables to segment .

Session 12: Strategic Marketing: Market segmentation I; Group Markets; .

Session 13: Strategic marketing: Market targeting .

Session 14: Strategic marketing: Positioning. Competitive advantages .

Session 15: Tutorial class on Supervised Project .

Session 16: Assessment activity: Case study .

Session 17: Inbound marketing and 4 P / 4 C.

Session 18: Operational marketing: Products and Co creation.

Session 19: Operational Marketing: Pricing, Promotion and Placement.

Session 20: Web content analysis. What is Greenwashing?.

Session 21: Experiential Marketing.

Session 22: Tutorial class Supervised Project.

Session 23: Supervised Project Oral presentations.

Session 24: Internal Marketing.

Session 25: Recap Final exam.

4. Teaching methodology

Finding information and preparation and organization of material.

Debates.

Practical Exercises.

Case Studies.

Self-study or Study Groups.

Student Presentations (individual or group).

Plenary Lectures.

Readings.

Supervised Projects.

Role-plays.

Working individually or in groups.

5. Assessment activities

Regular examination call

- **Strategic marketing analysis (Nov, 13/2020)**

Case analysis (Group - 30%)

Evaluated competences: B1, B2, B3, G2, G11, G12, E12, E13

- **Supervised Project Report and Supervised Project Oral presentation (Dec, 11/2020)**

Supervised project (Group - 50%)

Evaluated competences: B1, B2, B3, B4, G2, G11, G12, E03, E12, E13

- **Multiple choice exam**

Final exam (Individual - 20%)

Evaluated competences: B1, B2, B5, G12, E3, E12

Minimum and maximum of 4 people in group activities

The grades of the assessments will be averaged only if the assessment activities are marked 4.0 or higher. If not, the resit conditions are applicable.

Assessments should be uploaded on the Moodle on time: no later than 9 pm on the indicated dates. Those assessments that are not uploaded on time will be graded with a 0 and will be averaged with the other grades. For all assessments, the HTSI referencing guidelines, cover page, format and lay-out instructions should be used appropriately.

Late submission: permission to submit an assessment late may be granted by the lecturer. Permission is dependent upon valid reasons and may be refused. Valid reasons are, for example, an extended illness or unforeseen personal difficulties (medical certificate or other valid certificates must be provided). If a late submission is approved, you will have a maximum of 1 week to submit it.

Unless the reason for lateness makes this impossible, permission for late submission must be sought at least 4 days in advance of the submission deadline.

Resit examination call

• Case Analysis

Case analysis (Individual - 30%)

Evaluated competences: B1, B2, B3, B5, G2, G11, G12, E12, E13

• Presentation and defense

Supervised project (Individual - 50%)

Evaluated competences: B1, B2, B3, B4, B5, G2, G11, G12, E03, E12, E13

• Written exam

Final exam (Individual - 20%)

Evaluated competences: B1, B2, B5, G12, E3, E12

If the student fails regular call assessment activities, he/she will need to retake the failed assessments on an individual basis. The grades of the assessments will be averaged only if activities are marked 4.0 or higher. Grades from the ordinary call are saved if they are equal to or higher than 4/10.

At the resit examination call, the grades corresponding to the submitted assessments will be accounted for, though the maximum grade for assessments submitted at the resit is a 5.

Repeating students without attendance: regular examination call

- **Supervised Project. It consists of developing a specific theme from the subject's content.**

Supervised project (Individual - 100%)

Evaluated competences: B1, B2, B3, B4, B5, G2, G11, G12, E03, E12, E13

Repeating students without attendance: resit examination call

- **Supervised Project. It consists of developing a specific theme from the subject's content.**

Supervised project (Individual - 100%)

Evaluated competences: B1, B2, B3, B4, B5, G2, G11, G12, E03, E12, E13

Follow-up meetings

Week 1 , 15.30

Week 6 , 15.30

Week 11 , 15.30

6. Bibliography

Mandatory readings

Gimbert, X. (2011). Think strategically. Palgrave Macmillan. See chapters/pages1-9

Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2006). Marketing for hospitality and tourism. 7th edition (2017), pp. 24-288. UK: Pearson Education Limited.

Valls, J. F. (2014). Marketing Fundamentals. (Unpublished translated book chapter). School of Tourism and Hospitality Management Sant Ignasi, Barcelona.

Recommended readings

Gordon, J., & Perrey, J. (2015). The dawn of marketing's new golden age. McKinsey Quarterly, 1.

Moutinho, L., & Witt, S. F. (1995). Forecasting the tourism environment using a consensus approach. Journal of Travel Research, 33(4), 46-50.

Valls, J.F. (2016) Scenario for European Travel 2020 [PowerPoint slides]. Lecture conducted from ESADE Business School, Barcelona, SP.

Valls, J.F. (2017) Between Big Data and Consumers. [Review of the book Big Data: Atrapando al Consumidor, by J. F. Valls]. Profit Editorial.

7. Lecturer/s

Dr. Gilda María Hernández Maskivker (Head lecturer) - gilda.hernandez@htsi.url.edu

Contact hour: Monday from 15 to 16hs

Gilda Hernandez-Maskivker hold a PhD in Tourism and Leisure from the Rovira i Virgili University (URV), Tarragona, Spain. She also has a degree in Tourism and a Master's Degree in Analysis Techniques and Innovation in Tourism. She was a visiting professor at different universities worldwide such us The Maldives National University or Calabria University. In 2013 completed a research stay at California State University Long Beach (USA). She was the Director of Official Masters in Hotel Management and Innovation in Hospitality at the School of Tourism and Hospitality Management Sant Ignasi, Ramón Llull University, Barcelona from 2016 to 2018. Hernandez-Maskivker is lecturer in tourism marketing and research methods. Her main research lines are on consumer behavior, tourism marketing and sustainable tourism. She has participated in numerous seminars and conferences, and published papers in high impact journals.

8. Observations

- * Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.
- * Academic norms and regulations is an obligation for all the members of the academic community in the faculty.

In the event of a health emergency, the faculty will resume the academic activity as follows:

- [-] The academic board will notify students and lecturers about the change to remote mode, its timeframe and the appropriate recommendations.
- [-] The face-to-face activity will be transferred to the remote environment through the virtual classroom and the HTSI videoconferencing tools accessible with the students' credentials.
- [-] The academic activity will be maintained in the established schedules and calendars, being able to adapt in other timetables to facilitate the development of the meetings and tutoring activities.
- [-] The contents and activities will be maintained as planned. In the case of visits or sessions with professionals in the classroom, these could be re-planned or adapted by other similar ones depending on the circumstances.
- [-] The weight of the evaluation activities is maintained. The delivery dates can be modified if the confinement conditions influence the development of the activity (for example, data collection, interviews ...) so as not to harm the student.