



Universitat de Lleida

DEGREE CURRICULUM
**STRATEGIC MARKETING IN
TOURISM**

Coordination: DARIES RAMON, NATÀLIA

Academic year 2016-17

Subject's general information

Subject name	STRATEGIC MARKETING IN TOURISM			
Code	102647			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Typology	Modality
	Bachelor's Degree in Tourism	3	COMPULSORY	Attendance-based
ECTS credits	6			
Groups	1GG			
Theoretical credits	0			
Practical credits	0			
Coordination	DARIES RAMON, NATÀLIA			
Department	ADMINISTRACIO D'EMPRESES I GESTIO ECONOMICA DELS RECURSOS NATURALS			
Teaching load distribution between lectures and independent student work	40%) 60h presencials (60%) 90h autonomous work			
Important information on data processing	Consult this link for more information.			
Language	Catalan 20% Spanish 70% English 10%			
Distribution of credits	Eduard Cristóbal Fransi: 6			
Office and hour of attention	Tuesday 10:00 – 13:00 Tuesday 16:00 – 17:00 Thursday 10:00 – 12:00 Office 1.32 FDE			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
DARIES RAMON, NATÀLIA	ndaries@aegern.udl.cat	6	

Subject's extra information

The subject of **Tourist Strategic Marketing** is a subject of third course that presents how a continuation of the introduction to the marketing that realises to **Tourist Marketing Management** second course. That's why indispensable to take the course after having surpassed satisfactorily **Tourist Marketing Mangement** . Besides, you will be able to complete your knowledges in the area of marketing all taking assignatures optatives, like **Preparation and Commercialisation of the Tourist Product**.

Recommendations of the teacher:

For an optimum follow-up of the subject recommends see and work actively the concepts attained to the assignatura of **Tourist Marketing Management**

It recommends resolve all the practical cases although they are not compulsory

Learning objectives

To the finalise this subject the student has to know:

1. Draft a plan of marketing of a company or tourist entity from the knowledges worked to the assignatura
2. Take decisions on political of products: definition of the product, brand, packaging, positioning....
3. Take decisions on political of prices: methods of fixation of prices, strategies of adjustment of prices...
4. Take decisions on political of distribution: function of the distribution, type of channels and strategies of distribution, trends...
5. Take decisions on political of communication: know the elements of the mix of communication, strategies of communication, preparation of a plan of business communication...

Competences

General or basic competitions (CB)

1. Capacity of analysis and synthesis.
2. Capacity to organise and schedule.
3. Work in team and leadership.
4. Capacity of critical and self-criticism.
5. Worry for the quality
6. Skill to work of autonomous shape

Specific competitions (CES)

1. Develop the functions related in the different functional areas of a company and institutions.
2. Identify and interpret the economic factors, environmental, political, sociological and technological in the local fields, national and international, and his repercussion on the organisations.

Strategic competitions university (CEU)

1. Correct oral expression and written.
2. Command of the TIC.

Subject contents

Subject contents

Subject 1. The plan of marketing to the tourist company

Subject 2. Strategies of tourist product

Subject 3. Strategies of price of the tourist product

Subject 4. Strategies of distribution of the tourist product

Subject 5. Strategies of communication of the tourist product

Methodology

GG: Magistral Class

GM: Case Method, practicals exercises and conferences

Development plan

Dates (Weeks)	Description:	Activity Presencial	HTP (2) (Hours)	Activity autonomous work	HTNP (3) (Hours)
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STRATEGIC MARKETING IN TOURISM 2016-17

Week 1	Presentation assignatura Subject 1	Attention to the exhibition	4	Capture of the program and bibliography Study	2
Weeks 2-3	Subject 1	Attention to the exhibition and activity of debate Study and resolution of practical case	8	Study and participation in activity posed Resolution of the case	8
Weeks 4-8	Subject 2	Attention to the exhibition and resolution of practical case	16	Study and resolution of activity posed	12
Week 9	1 On trial evaluation	Realisation tests evaluation	2	Study and preparation activity of evaluation	9
Weeks 10-11	Subject 3	Attention to the exhibition and resolution of practical case	8	Study and resolution of activity posed	9
Weeks 12-14	Subject 4	Attention to the exhibition and resolution of practical case	8	Study and resolution of activity posed	9
Week 15	Subject 5	Attention to the exhibition and resolution of practical case	6	Study and resolution of activity posed	9
Week 16-17	Presentation and delivery of works	Attention to the exhibitions and presentation of the works	6	Ending of the work, and preparation of the exhibition	16
Week 18	2 On trial evaluation	Realisation tests evaluation	2	Study and preparation activity of evaluation	16

Evaluation

Objective	Activities of Evaluation	%	Dates	Or/V (1)	And/G (2)	Observations
- Purchase the bases to draft a plan of marketing - Take decisions on political of products (definition of the product, brand, packaging, positioning....)	It tests guarantee. It continues 1	29	Week 9	Or	And	It Will be a theoretical test through an examination type test
All the previous more: - Take decisions on political of prices (methods and strategies of fixation of prices...) - Take decisions on political of distribution (strategies and channels of distribution, trends...) - Take decisions on political of communication (elements of the mix of communication, strategies and flat of communication)	It tests guarantee. It continues 2	29	Week 18	Or	And	It Will be a test based in a practical case

Objective	Activities of Evaluation	%	Dates	Or/V (1)	And/G (2)	Observations
Evaluate all the content of the course	Practical work and public presentation	29	Week 16 and 17	Or	G	Preparation of a plan of marketing with public presentation
	Active participation to class	13	Along the course	Or	And	Assistance to the classes and preparation of the different activities

Bibliography

BASIC AND COMPLEMENTARY BIBLIOGRAPHY

CORDERO RAMÍREZ, Javier(2008). Marketing estratégico en turismo. Ed. Trillas. México.

CUTROPÍA FERNÁNDEZ, Carlo(2005). Plan de marketing: paso a paso (2ª Edició). ESIC Editorial.Madrid.

KOTLER, Philip et al.(2011):Marketing Turístico;Prentice Hall, Madrid.

LAMBIN, Jean – Jacques(2003): Marketing Estratégico; ; Esic Editorial. Madrid.

RODRIGUEZ ARDURA, Inma et al (2008): Principios yestrategias de marketing (2ªEdició); Editorial UOC, Barcelona.

SANTESMASESMESTRE, Miguel (2009): Fundamentos de marketing; Edicions Pirámide, Madrid.

MAGAZINES

- Marketing + Ventas: Spain
- IPMark: Spain
- Harvard-Deusto Marketing & Ventas: Spain
- Harvard-Deusto Business Review: Spain

RECURSOSELECTRÒNICS

Rafael Muñiz's E-book published by CEF (Centro de Estudios Financieros) available at the following address: <http://www.marketing-xxi.com/>