



Universitat de Lleida

DEGREE CURRICULUM  
**STRATEGIC MARKETING IN  
TOURISM**

Coordination: DARIES RAMON, NATÀLIA

Academic year 2020-21

## Subject's general information

<b>Subject name</b>	STRATEGIC MARKETING IN TOURISM			
<b>Code</b>	102647			
<b>Semester</b>	1st Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Double bachelor's degree: Degree in Business Administration and Management and Degree in Tourism (ADETUR)	3	COMPULSORY	Attendance-based
	Bachelor's Degree in Tourism	3	COMPULSORY	Attendance-based
	Double bachelor's degree: Degree in Business Administration and Management and Degree in Tourism (ADETUR)	5	COMPULSORY	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA		TEORIA
	<b>Number of credits</b>	2.4		3.6
	<b>Number of groups</b>	1		1
<b>Coordination</b>	DARIES RAMON, NATÀLIA			
<b>Department</b>	BUSINESS ADMINISTRATION			
<b>Teaching load distribution between lectures and independent student work</b>	40% ) 60h presencials (60%) 90h autonomous work			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Catalan 20% Spanish 70% English 10%			
<b>Distribution of credits</b>	Eduard Cristóbal Fransi: 3 Natalia Daries Ramon: 3			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
DARIES RAMON, NATÀLIA	natalia.daries@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 Management**. 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)
Week 1	Presentation assignatura Subject 1	Attention to the exhibition	4	Capture of the program and bibliography Study	2

# STRATEGIC MARKETING IN TOURISM 2020-21

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
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

Objective	Activities of Evaluation	%	Dates	Or/V (1)	And/G (2)	Observations
	Practices	15	Along the course	Or	And	Assistance to the classes and preparation of the different activities
	Targeted interventions	12				

## Bibliography

### BASIC AND COMPLEMENTARY BIBLIOGRAPHY

- REY MORENO, Manuel (2017). *Marketing turístico: fundamentos y dirección*. Editorial Pirámide.
- SAINZ DE VICUÑA, Jose María (2016). *Plan de marketing en la PYME*. ESIC Editorial.
- KOTLER, Philip et al. (2012): *Marketing para Turismo*; Prentice Hall, Madrid.
- RODRIGUEZ ARDURA, Inma et al (2011): *Principios y estrategias de marketing*; Editorial UOC, Barcelona.
- SANTESMASES, Miguel y MERINO, M. Jesús (2014): *Fundamentos de marketing*; Edicions Pirámide, Madrid.

### MAGAZINES

- Cuadernos de Turismo
- Pasos: Revista de Turismo y Patrimonio Cultural
- Revista de Estudios Turísticos
- Harvard-Deusto Marketing & Ventas

### RECURSOS ELECTRÒNICS

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

- Hosteltur: <https://www.hosteltur.com/>