



Universitat de Lleida

DEGREE CURRICULUM
**STRATEGIC MARKETING IN
TOURISM**

Coordination: DARIES RAMON, NATÀLIA

Academic year 2021-22

Subject's general information

Subject name	STRATEGIC MARKETING IN TOURISM			
Code	102647			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Tourism	3	COMPULSORY	Attendance-based
	Double bachelor's degree: Degree in Business Administration and Management and Degree in Tourism (ADETUR)	3	COMPULSORY	Attendance-based
	Double bachelor's degree: Degree in Business Administration and Management and Degree in Tourism (ADETUR)	5	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	2.4		3.6
	Number of groups	1		1
Coordination	DARIES RAMON, NATÀLIA			
Department	BUSINESS ADMINISTRATION			
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	Natalia Daries Ramon: 4 Pedro Sierra:2			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
DARIES RAMON, NATÀLIA	natalia.daries@udl.cat	4	
SIERRA PÉREZ, PEDRO	pedro.sierra@udl.cat	2	

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 Competences

- GC2 Ability to organise and plan. GC3 Teamwork and leadership.
- GC4 Being able to work and learn autonomously and simultaneously interact appropriately with others, cooperating and collaborating.

Specific competences

- SC2 Performing related functions in the different functional areas of a tourism company and institutions.
- SC3 Apply instrumental techniques in the analysis and solution of business problems and in decision-making.

Transversal Competences

- CT1 Correct oral and written expression.
- CT3 Mastery of ICT.
- CT4 Respect and development of Human Rights, democratic principles, the principles of equality between women and men, and the values of a culture of peace and other democratic values.

Subject contents

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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
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	1st 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	2nd trial evaluation	Realisation tests evaluation	2	Study and preparation activity of evaluation	16

Evaluation

Objective	Activities of Evaluation	%	Dates	O/V (1)	I/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	25	Week 9	O	I	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	25	Week 18	Or	I	It Will be a test based in a practical case
Evaluate all the content of the course	Practical work and public presentation	15	Week 16 and 17	Or	G	Preparation of a plan of marketing with public presentation

Objective	Activities of Evaluation	%	Dates	O/V (1)	I/G (2)	Observations
throughout the course	Multiple-choice test	20				Wrong questions deduct 0.25 points from a correct question.
	Practices Targeted interventions	20	Along the course	O	I	Assistance to the classes and preparation of the different activities

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

RECURSOSELECTRÒNICS

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/>