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**Department of Tourism Organizations Administration**

**College of Administrations and Economics**

**Salahaddin University – Hawler**

**Subject: Tourism Marketing**

**Course Book –Year 3/ First Semester**

**Lecturer's Name: L. Sardar Hassan**

**Academic Year: 2023 -2024**

**Course Book**

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| **1. Course name** | **Tourism Marketing** |
| **2. Lecturer in charge** | **Sardar Hassan**  |
| **3. Department/ College** | **Department of Tourism Organizations Administration/ College of Administrations and Economics** |
| **4. Contact** | **E-mail: sardar.hamza@su.edu.krd** |
| **5. Time (in hours) per week**  | **Theory: 4****Practical: 2**  |
| **6. Office hours** | **10** |
| **7. Course overview:**  Tourism Marketing as one of the main subjects of Tourism Administration needs to be studied by all university students. The purpose of this subject is to discover and understand some of the important principles of marketing in the Tourism marketing field and be able to apply them in their practical work. It introduces some of the mean concepts and themes to third-year students that need to be learned. Marketing as a subject and department is one of the main components in the business world and this process involves handling problems, make constant decisions about important matters that of them will be covered in this unit. Understanding the needs, wants, and demand, segmenting, targeting, and positioning are some of the components students need to understand and how it can be used in the Tourism sector is the focus point. Plus, they will learn about marketing strategies and how it applies to the tourism sector. Analysing business portfolios, applying marketing mix as techniques are some of the other sides of marketing that students in the tourism department will learn.  |
| **8. Course Objective:*** This subject aims to introduce the main concepts, explain different theories and models, situations, and identify a few critical areas in marketing that can be applied in the tourism industry.
* Ability to create and assess marketing ideas
* Develop understanding and differentiate between wants, needs, demands
* Understand the benefits of segmentation, targeting, and positioning for tourism business portfolio
* Learn about the business environment
* Gain experience in pitching an idea
* Ability to understand business portfolio analysis, marketing mix, and use of BCG
* Ability to have an idea about marketing strategies and branding

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| **9. Student's Obligation**Students are obliged to learn how to learn and teach others while they are learning. They should feel responsible in the class and university for self-development, they are taught and encouraged to research, read and find extra information about the topic. In the class they are encouraged to participate, ask questions, raise concerns individually and play in the team. Practical examples and practice are other parts of their learning and being available to them for any question/s are appreciated. While they are in class, the main important point will be highlighted and explained in more detail. They are obliged to focus on the subject and silence the phone or any other electronic gadget that can interrupt the. Attendance is taken seriously and so their participation and contribution daily also through preparing assignments and presenting them.  |
| **10. Forms of Teaching**1. Book to understand where are they and where they need to focus next.
2. PowerPoint to present the slides.
3. Video and photos if needed.
4. One to one questions and answers.
5. Working in groups to answer different tasks to improve their skills.
6. Whiteboard is used occasionally, especially in times such as calculation, similarity - differences, group competition, and when new information is in hand and it is not referred to in their book.
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| **11. Assessment Scheme**Students are assessed depending on their exam results. Marks are given on the basis of students’ performance in the exams as follows:  Midterm exam (40%): which is divided as/ 1st exam on paper 20%  20% were given to assignment, presentation, attendance, participation, and any other contribution that demanded from them3. Final exam 60% which include all the aspectsTotal average: 40 + 60 =100 % marks |
| **12. Course Book Topics List:**1. **What is Marketing and Marketing Process**
2. **Understanding the Market Place and Customer needs**
3. **Customer Driven Marketing Strategies**
4. **The uniqueness of Tourism Marketing Management**
5. **Marketing Mix regarding Tourism Industry**
6. **Strategic Planning**
7. **Developing growth strategy**
8. **Tourism Marketing Environment**
9. **Product, Services, and Brands Building Customer Value**
10. **Marketing Information**
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| **16 Weeks:** |
| **1st Week** | Marketing, Tourism Marketing, Marketing Process |
| **2nd Week** | Needs, wants, demands, exchange and market offerings |
| **3rd Week**  | Marketplace, marketing system, tourism marketing orientation  |
| **4th Week** | Market segmentation, Targeting, Positioning  |
|  **Review**  |
| **5th Week** | Competitive Advantages, how to promote  |
|  **6th Week** | Marketing Mix  |
| **7th Week** | Strategic planning and its steps  |
| **8th Week** | Vision, mission, objectives  |
| **9th Week** | Business portfolio and strategic business unit  |
| **Examination** |
| **10th Week** | Boston Consulting Group (BCG) |
| **11th Week** | Product-Market Growth Matrix |
| **12th Week** | Macro-Micro-environment |
| **13th Week** | Product/service, product life cycle |
| **14th, 15th weeks** | Branding, packaging, pricing strategies and advertising  |
| **16th, 17th weeks** | Marketing research, secondary and primary resources, sampling  |