

SUBJECT TEACHING GUIDE

M236 - Tourism Marketing Strategies

Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2021-2022

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Optional. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Professional Orientation Subjects				
Course unit title and code	M236 - Tourism Marketing Strategies				
Number of ECTS credits allocated	2,5	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
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Other lecturers	

3.1 LEARNING OUTCOMES

- There is no doubt that tourism is currently positioned as one of the main sectors in the international economies. The marketing of tourism products and services requires a strategy that allow to satisfy the increasingly specialized needs of the market, as well as to achieve the objectives of the tourist company. In this context, it is intended to familiarize master students with generic marketing strategies in tourism companies.

4. OBJECTIVES

1. Know how to analyze material and non-material resources, as well as the capacities of tourism companies.
2. Know how to formulate marketing strategies according to the objectives of tourism companies.
3. Know how to design marketing strategies based on growth in the tourism market.

6. COURSE ORGANIZATION

CONTENTS

1	<p>TOPIC 1 Formulation of competitive strategies in tourism companies</p> <p>1.1 Conceptual framework for strategy analysis</p> <p>1.2 Analysis of the environment</p> <p>1.3 The strategic decision-making process</p> <p>1.4 Resources and capabilities</p> <p>1.5 Knowledge management and intellectual capital</p> <p>1.6 The competitive advantage of a company</p> <p>1.7 The differentiation / costs matrix</p>
2	<p>TOPIC 2 Segmentation and tourist positioning</p> <p>2.1 Segmentation and tourism positioning</p> <p>2.2 Tourism segmentation strategies</p> <p>2.3 Vertical integration</p>

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Description Individual Exam	Written exam	Yes	Yes	50,00
Description Teamwork	Work	No	Yes	30,00
Description Class Participation	Others	No	No	10,00
Individual intragroup participation	Others	No	No	10,00
TOTAL				100,00

Observations

The minimum mark to pass the written exam will be a 5 out of 10.
If the social distancing measures established by the health authorities do not allow any evaluation activity to be carried out in person in the classroom, this activity will be carried out online, through the Virtual Classroom (Moodle), respecting at all times the content and method stipulated in this Teaching Guide.

Observations for part-time students

The exam will consist of a single theoretical and practical test of one hundred percent of the subject.

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

- Munuera, J.L. y Rodríguez, A.I. (2002): Estrategias de Marketing: Teorías y Casos, Editorial Pirámide, Madrid.
Ventura, J. (2008): Análisis Estratégico de la Empresa. Thomson Paraninfo, Madrid.

