**EASTERN MEDITERRANEAN UNIVERSITY SCHOOL OF TOURISM AND HOSPITALITY MANAGEMENT**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **COURSE CODE** | | | TMKT313 | | | **COURSE LEVEL** | | 3rd year and 5th semester |
| **COURSE TITLE** | | | Marketing For Tourism and Leisure Industry - I | | | | | |
| **COURSE TYPE** | | | Faculty Core | | | | | |
| **LECTURER(S)** | | | Asst.Prof.Dr. Rüçhan KAYAMAN | | | | | |
| **CREDIT VALUE** | | | 3 | | **ECTS VALUE** | | 6 | |
| **PREREQUISITES** | | | None | | | | | |
| **COREQUISITES** | | |  | | | | | |
| **DURATION OF COURSE** | | | 14 Weeks | | | | | |
| **AIM OF THE COURSE:**  This course will enable you to gather information about principles of marketing as a major business function with an overview of the marketing system, marketing concept, marketing research, market segmentation, market analysis, and marketing program. | | | | | | | | |
| **GENERAL LEARNING OUTCOMES**  This course introduces the student to marketing theory and concepts. Application of the concepts and theory occur via a series of team projects. The project provide a vehicle to assess the student’s ability to analyze secondary company/product data in describing the current market position of a product and new opportunities. These base skills provide a foundation for later coursework and are base knowledge and skills required by potential employers.  **On successful completion of this course, all students will have developed KNOWLEDGE AND UNDERSTANDING of:**  1. Describe marketing and, marketing process and understand the key concepts of customer driven marketing strategy.  2. Explain company-wide strategic planning and identify future strategies.  3. Recognize environmental forces and marketing system.  4. Classify consumer behavior and identify the buyer decision process.  5. Define marketing mix elements and apply related strategies.  **On successful completion of this course, all students will have developed their SKILLS in:**  6. Demonstrate language and oral presentation skills through marketing project.  7. Develop analytical skills and creativity by solving case studies and in class assignments.  **On successful completion of this course, all students will have developed COMPETENCIES in:**  8. Collaborative study practice and independent learning,  9. Demonstrate the use of learning resources mainly electronic devices and library. | | | | | | | | |
| **GRADING CRITERIA** | | | | | | | | |
| Grade | Marks | Value | |  | | | | |
| A | 85-100 | 4.0 | |
| A- | 80-84 | 3.7 | |
| B+ | 75-79 | 3.3 | |
| B | 70-74 | 3.0 | |
| B- | 66-69 | 2.7 | |
| C+ | 63-65 | 2.3 | |
| C | 60-62 | 2.0 | |
| C- | 57-59 | 1.7 | |
| D+ | 54-56 | 1.3 | |
| D | 50-53 | 1.0 | |
| D- | 45-49 | 0.7 | |
| F | 0-44 | 0.0 | |
| NG |  | 0.0 | |
| **RELATIONSHIP WITH OTHER COURSES**  Marketing is one of the major business function deals with customer. Also other management courses can be helpful for understanding and practicing this course. | | | | | | | | |

|  |
| --- |
| **LEARNING / TEACHING METHOD**  The teaching structure and methods will be used in this course include lectures, discussions, case studies, radio and video sessions, web exercises and field trips. |
| **ASSIGNMENTS:**  **In-class assignments, case Studies and video sessions:** There will be case studies related to each topic covered in the course and the students are supposed to do them in the classroom in groups.  Please keep in mind that when in-class assignments are missed, there is no make-up for it.  **Marketing Project:** The objective of this project is to provide you with experience in applying the concepts and methods of marketing to a real-world marketing opportunity. The project will require the  use of outside newspapers, magazines, Internet and other resources.  **Exams:** There will be a closed-book exercises, and final exam in which material from lectures, assigned readings/handouts, and the textbook will be covered. The exams will test your understanding of the course material and your ability to apply the concepts learned. |
| **METHOD OF ASSESSMENT:**  The quality of your work will be assessed against specific expectations, which will be clear to you before you submit your work for assessment by the instructor. Students have to undertake the following forms of assessment:  Exercise I : 10%  Field trip and report : 10%  Marketing Project : 20%  In-class assignments, Case Studies and videos 10%  Reflections : 20%  Final Examination : 30% |
| **ATTENDANCE**  Regular attendance of all enrolled classes is expected. If you miss a class, it is your responsibility to “make up” all work, including items discussed in class. Participation will be measured in terms of quality not the quantity of your contribution to the class.  Do not be late to the class. If you need to leave early for whatever reason, you should exercise politeness and notify your lecturer at the commencement of the session. Attendance is compulsory and  absenteeism of more than 20% of classes will be graded as “F”. Students with poor interest, poor  attendance and lack of data are graded NG. |
| **TEXTBOOK/S**  Principles of Marketing, 14/E, Philip Kotler, Gary Armstrong, Publisher: Prentice Hall, Copyright: 2012 |
| **LEARNING RESOURCES**  There are many texts that can provide you with information relevant to this course. You should gather information from different resources and share it with classmates. You should do research at the library, talk with others in the field, and visit other faculty members within this department to enhance your knowledge in this area. |
| **SEMESTER OFFERRED**  2016-2017 Spring Semester |

**COURSE SCHEDULE**

The lecture topics within the semester are as in the following schedule:

|  |  |  |
| --- | --- | --- |
| **WEEK** | **TOPICS** | **READING** |
| 1 | Introduction |  |
| 2 | Marketing: Creating and Capturing Customer Value | Chpt 1 |
| 3 | Marketing: Company and Marketing Strategy | Chpt 2 |
| 4 | Analyzing the Marketing Environment | Chpt 3 |
| 5 | Consumer Markets and Consumer Buyer Behavior  **Exercise** | Chpt 5 |
| 6 | Consumer Markets and Consumer Buyer Behavior cont.  Revision | Chpt 5 cont. |
| 7 | **Reflections** |  |
| 8 | Customer driven marketing strtegy | Chpt 7 |
| 9 | Products, Services and Brands | Chpt 8 |
| 10 | Product life cycle strategies | Chp 9 |
| 11 | Pricing: Understanding and Capturing Customer Value |  |
| 12 | Marketing Channels: Delivering Customer Value  -Channel design and management decisions. -Retailing and Wholesaling decision |  |
| 13 | **Project + Presentation** |  |
| 14 | **FINAL EXAM PERIOD** |  |

This is a tentative course of study; it may require adjustment, according to progress, supplies and

student’s ability.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code: TMKT 313**  **Number of ECTS credits: 6 ECTS (student work load: 180)** | | | **Course Name: Marketing for Tourism and**  **Recreation Industry I** | **Instructor Name: Asst.Prof.Dr.Rüçhan KAYAMAN** | | | **Date:** |
|  | Student Work Load | | | Weight of  Asses. (%) |
| Week | Course  LOS | Program LOS | Educational Activities | Lectures | Independent  Work | Assessment Hours |
| 1 | 1,2 | 1,3,7 | Lecture 1: Marketing: Creating and Capturing Customer Value  -What is marketing? -Understanding the marketplace and customer needs. -Customer driven marketing strategy. –customer relationship. | 3 | 3 |  |  |
| 2 | 1,2 | 1,3,7 | Lecture 2: Marketing: Creating and Capturing Customer Value  -What is marketing? -Understanding the marketplace and customer needs. -Customer driven marketing strategy –customer relationship. | 3 | 2 |  |  |
| 3 | 1,3 | 1,7 | Lecture 3: Marketing: Company and Marketing Strategy  -Strategic Planing. –Business Portfolio. – Marketing mix | 3 | 2 |  |  |
| 4 | 4 | 1,7 | Lecture 4: Analyzing the Marketing Environment  -Microenvironment –Macroenvironment | 3 | 2 |  |  |
| 5 | 1,3 | 1,3 | Lecture 5: Managing Marketing Information to Gain Customer  Insights  -Marketing Research | 3 | 2 | **Exercise – 8 hrs.** | **10** |
| 6 |  |  | Reflections |  |  | **Reflections – 25 hrs.** | **20** |
| 7 | 5 | 1,7 | Lecture 6: Consumer Markets and Consumer Buyer Behavior  -Model of Consumer Behavior.- Characteristics affecting  Consumer behavior. –Buyer decision process | 3 | 2 |  |  |
| 8 | 1,2 | 1,3 | Lecture 7: Business Buyer Markets and Business Buyer Behavior  -Business market. –Business buying process | 3 | 2 |  |  |
| 9 | 1,3 | 1,7 | Lecture 8: Customer driven marketing strategy  -Customer driven marketing strategy. -Market Segmentation.- Target marketing.- Differentiation and positioning. | 3 | 2 |  |  |
| 10 | 7 | 1,3 | Lecture 9: Products, Services and Brands  -What is product.- Product and Service decision.- Services  Marketing. | 3 | 2 | **Field Trip and**  **Report-13 hrs.** | **10** |
| 11 | 7 | 3,7 | Lecture 10: Product life cycle strategies  -Product life cycle strategies. | 3 | 2 |  |  |
| 12 | 3 | 3,7 | Lecture 11: Pricing: Understanding and Capturing Customer  Value  -Major pricing strategies | 3 | 2 |  |  |
| 13 | 3 | 3,7 | Lecture 12: Marketing Channels: Delivering Customer Value  -Channel design and management decisions. -Retailing and  Wholesaling decision | 3 | 2 | **Project- 25 hrs.** | **20** |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |
| 14 |  |  | **Final Exam** |  |  | **Exam – 35 hrs.** | **30** |
|  |  |  |  |  |  | **Assignments -8 hrs.** | **10** |
| **Total** |  |  |  | **39** | **27** | **114** | **100** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **TMKT 313 Marketing For**  **Tourism and Recreation**  **Industry - I** | **Program outcomes in terms of**  **Knowledge** | | **Program outcomes in terms of**  **Skills** | | | | | **Program outcomes**  **in terms of Competencies** | | | | | |
| **Course Learning Outcomes** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 1 | F | P | P |  |  |  | P |  |  |  |  |  |  |
| 2 | F | P | P |  |  |  | P |  |  |  |  |  |  |
| 3 | F | P | P |  |  |  | P |  |  |  |  |  |  |
| 4 | F | P | P |  |  |  | P |  |  |  |  |  |  |
| 5 | F | P | P |  |  |  | P |  |  |  |  |  |  |
| 6 | F | P | P |  |  |  | P |  |  |  |  |  |  |
| 7 | F | P | P |  |  |  | P |  |  |  |  |  |  |
| 8 |  |  |  |  |  | F |  | P |  | P |  | F |  |
| 9 |  |  |  |  |  |  | F | F |  | P |  | F |  |
| 10 |  |  |  |  |  |  |  | F |  | P |  | F |  |
| 11 |  |  |  |  |  | F |  | F |  | F |  | F |  |
| 12 |  |  |  |  | F |  |  | P | F | P |  | F |  |