

Teaching guide

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	TOURISM MARKETING		
Type:	Optional	ECTS credits:	3
Year:	3	Code:	7653
Teaching period:	Sixth semester		
Area:	Strategic Marketing		
Module:	Development and practical application of knowledge acquired		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

SUBJECT DESCRIPTION

Esta asignatura esta encaminada a proporcionar a los estudiantes los fundamentos, métodos y aplicaciones básicas de la disciplina del Marketing aplicado al turismo, analizando el entorno, al consumidor turista, la segmentación del mercado turístico, el papel de la investigación de mercados, la planificación comercial turística, el producto, precio, distribución y comunicación turística. La transformación digital en el sector turístico así como los nuevos actores en el ecosistema digital son parte de los conocimientos en los que se profundiza. La asignatura se plantea como una asignatura práctica y aplicada en contenidos, con un proyecto acción learning by doing que se indica a principio del curso a los alumnos. El turismo tiene un carácter transversal respecto a la economía del destino donde se desarrolle y en cada curso académico se trabajo un proyecto de asignatura que es un reto atendiendo a las dimensiones del turismo.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

Capacity for analytical, synthetic thought applied to business decision-making.

To possess initiative, creativity and entrepreneurial spirit.

To be aware of social and environmental issues.

An ability to organise a company's sales activity striving for quality as a key to the achievement of a competitive marketing advantage.

To understand marketing and enterprise as a service for the people within a company and society in general.

An ability to organise and plan for the purposes of marketing and business management.

An ability to analyse, seek out and compare all types of information from a range of sources, although essentially linked to companies and markets.

An ability to design and manage projects in the field of marketing and sales organisation.

Specific skills

To be able to design a strategy for using distribution channels to bring products to consumers.

To be familiar with the operation of virtual networks to use them for marketing.

To see quality as a competitive backbone fostering commercial success in the long term.

To be able to perform and interpret market studies.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours