

Course	
Course Number	6540
Exam Number	6540
Course Frequency	Summer Semester
Duration	1 Semester
Contact Hours per Week	2
Teaching and Learning Forms	Seminar
ECTS Credit Points	2,5
Workload	62,5 hours <ul style="list-style-type: none"> - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Course Responsibility	Prof. Dr. Jens Cordes
Prerequisites for Participation	None
Content	<p>The student will learn how to develop a marketing concept independently by using the marketing instruments and how to implement it into operative measures.</p> <p>This course covers:</p> <ul style="list-style-type: none"> - The importance of marketing for a modern corporate management - Explanation of consumer needs/claims and specific characteristics of the tourism industry - Description of marketing-management and the marketing-mix - Special features of service marketing - Brand policy and market segmentation
Target Competencies	<p>Students know and understand the theory of marketing in the tourism industry. They elaborate on a given marketing topic by creating a marketing concept for a touristic offering. They develop their communication skills by presenting and discussing their marketing concept in class.</p> <p>This course thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas:</p>

Course	Introduction to Tourism Marketing
	<ul style="list-style-type: none">- Knowledge and understanding- Use, application and creation of knowledge- Communication and cooperation
Examination and Course Achievement	The primary form of examination is the presentation.
Basic Literature	<p>Block, Eckhard (2014): Tourism Marketing, Block International, Hamburg.</p> <p>Brassington, Frances; Pettitt, Stephen (2012): Essentials of Marketing (3rd Ed.), Pearson.</p> <p>Scharf, Andreas; et. al. (2022): Marketing. Einführung in Theorie und Praxis Taschenbuch (8th Edition). Schäffer – Poeschel.</p>