

Course Introduction to Tourism Marketing	
<b>Course Number</b>	7560
<b>Exam Number</b>	7560
<b>Course Frequency</b>	Summer Semester
<b>Duration</b>	1 Semester
<b>Contact Hours per Week</b>	2
<b>Teaching and Learning Forms</b>	Seminar
<b>ECTS Credit Points</b>	2,5
<b>Workload</b>	62,5 hours <ul style="list-style-type: none"> <li>- Attendance time in courses: 28 hours</li> <li>- Self-study: 34,5 hours</li> </ul>
<b>Language</b>	English
<b>Course Responsibility</b>	Prof. Dr. Jens Cordes
<b>Prerequisites for Participation</b>	None
<b>Content</b>	<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"> <li>- The importance of marketing for a modern corporate management</li> <li>- Explanation of consumer needs/claims and specific characteristics of the tourism industry</li> <li>- Description of marketing-management and the marketing-mix</li> <li>- Special features of service marketing</li> <li>- Brand policy and market segmentation</li> </ul>
<b>Target Competencies</b>	<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"><li>- Knowledge and understanding</li><li>- Use, application and creation of knowledge</li><li>- Communication and cooperation</li></ul>
<b>Examination and Course Achievement</b>	The primary form of examination is the presentation.
<b>Basic Literature</b>	<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>