

Course Syllabus

1	Course title	Tourism Marketing	
2	Course number	1604334	
3	Credit hours	3	
	Contact hours (theory, practical)	3	
4	Prerequisites/corequisites	Principles of Marketing	
5	Program title	BA in Marketing	
6	Program code	04	
7	Awarding institution	University of Jordan	
8	School	Business	
9	Department	Marketing	
10	Course level	3	
11	Year of study and semester (s)	Second term 2020/21	
12	Other department (s) involved in teaching the course	N/A	
13	Main teaching language	English	
14	Delivery method	<input type="checkbox"/> Face to face learning <input checked="" type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	Online platforms(s)	<input checked="" type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others	
16	Issuing/Revision Date	15/Oct/2021	

17 Course Coordinator:

Name: Dr Dana Kakeesh

Contact hours: 11:30am -12:30pm

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18 Other instructors:

N/A

19 Course Description:

This course is designed to provide students with basic concepts and skills in tourism marketing, and will address differences between tourism and other industries. Students will learn how marketing managers can position their products or destinations to capture customers. Also, this course will introduce the students to the most recent concepts in tourism marketing. In addition, part of the course will be discussing the Jordanian Tourism Industry in order to help the student in building a better understanding of the destination branding and how to reflect that in planning successful marketing strategies and plans.

20 Course aims and outcomes:

A- Aims:

Be familiar with the scope and marketing strategies of the tourism and hospitality industry.

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

SLOs of the course	SLO (1)	SLO (2)	SLO (3)	SLO (4)	SLO (5)	SLO (6)	SLO (7)	SLO (8)
1. learn specific nature of tourism and hospitality marketing.	x							
2. understand the services characteristic of tourism marketing.	x							
3. learn the different marketing techniques and how to implement them in the tourism sector.					x			
4. formulate a successful service encounter stage using the different marketing strategies.								x



***Upon successful completion of Bachelor in Marketing at JUBS, the students should be able to:**

SLO1-Examine current concepts of the Marketing role in business organizations and society, and **explain** the marketing principles in relation to the product, price, promotion and distribution functions.

SLO 2- Describe the theories and concepts in the field of digital Marketing.

SLO 3-Identify ethical issues in marketing context and critically **discuss** ethical reasoning to Marketing and business circumstances.

SLO 4-Utilize applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.

SLO 5- Utilize critical thinking and problem solving to **analyze** business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments.

SLO 6-Apply the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.

SLO 7-Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings.

SLO 8-Work efficiently within teams -to accomplish marketing projects.

21. Topic Outline and Schedule:

- The weekly task will be available on the course Moodle via elearning every Tuesday at 10:00 PM or Wednesday at 10:AM and the due date is going to be every Saturday at 11:59 PM
- Learning Methods (Face to Face/Blended/ Fully Online): Blended
- Synchronous / Asynchronous Lecturing: All the lectures are Synchronous

Week	Topic	Intended learning Outcomes	Evaluation Methods	Platform	Resources
The 1st Reference: Marketing for hospitality and tourism 6th Ed. Kotler, P., Bowen, J., and Makens, J., (2013). New Jersey: Prentice hall.					
1	Induction week	- Registering and creating a Moodle account. - Reading the blended learning “how to” guide	- Introduce yourself online. - Read other student’s introductions and comment on 3 of them.	Moodle	Textbook Online resources Extra material Lecture Task
		- Breaking the ice: In virtual-class jigsaw activity	- Post your intended course goals.	On-campus	Textbook Online resources Extra material Lecture Task
2	Chapter 1: Introduction: Marketing for	Understand the relationships between the world’s hospitality and travel industry and define marketing and outline the steps in the marketing process.	Student-led Moodle discussions	Moodle	Textbook Online resources Extra material Lecture Task

	Hospitality and Tourism	- Group Discussions and reviews of Assignment #1	N/A	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture		On-campus	Textbook Online resources Extra material Lecture Task
3	Chapter 1: Introduction: Marketing for Hospitality and Tourism	Define marketing and outline the steps in the marketing process.	- Web-Quest activities	Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignment #2	Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	N/A	On-campus	Textbook Online resources Extra material Lecture Task
4	Chapter 1: Introduction: Marketing for	Explain the relationships between customer value and satisfaction.	- Web-Quest activities	Moodle	Textbook Online resources Extra material Lecture Task

	Hospitality and Tourism	- Group Discussions and reviews of Assignment #3	Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	N/A	On-campus	Textbook Online resources Extra material Lecture Task
5	Chapter 1: Introduction: Marketing for Hospitality and Tourism	Understand the concept of the lifetime value of a customer and be able to relate it to customer loyalty and retention.	- Text-based readings	Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignment #4	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	N/A	On-campus	Textbook Online resources Extra material Lecture Task
6	Chapter 2: Service Characteristics of Hospitality	Describe a service culture and Identify four service characteristics that affect the marketing of a hospitality or travel product.	- Text-based readings	Moodle	Textbook Online resources Extra material Lecture Task

	and Tourism Marketing	- Group Discussions and reviews of Assignment #5	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	N/A	On-campus	Textbook Online resources Extra material Lecture Task
7	Chapter 2: Service Characteristics of Hospitality and Tourism Marketing	Explain seven marketing strategies for service Businesses including the managing capacity and demand strategies.	- Text-based readings	Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignment #6	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	N/A	On-campus	Textbook Online resources Extra material Lecture Task
Mid-Term Exam		Chapters 1 + 2	- Essay and MCQs		
The 2nd reference: Hospitality Marketing: Principles and Practice. Bowie D. and Buttle F. (2011). 2nd Ed. Routledge					
8		Identify the core, tangible and extended product in hospitality	- Moodle Discussion Post (Forum)	Moodle	Textbook Online resources

	Chapter 5: Developing the Offer	operations and describe the function of product/benefit bundles in hospitality markets			Extra material Lecture Task
		- Group Discussions and reviews of Assignments #7	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture		On-campus	Textbook Online resources Extra material Lecture Task
9	Chapter 5: Developing the Offer	Explain the characteristics of standardized and customized products in branded hospitality Chains and identify all the stages in the product life cycle and explain the marketing implications of each stage.	- Text-based readings	Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignment #8	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	N/A	On-campus	Textbook Online resources Extra material Lecture Task



10	Chapter 6: Locating the Offer	- Understand the importance of location as a prerequisite for developing a profitable hospitality business and identify the main classes of hospitality locations. - Research the characteristics of potential sites using relevant criteria and recognize the complexity of the destination product. - Evaluate the components of a destination's image.	- Text-based readings	Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignment #9	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	N/A	On-campus	Textbook Online resources Extra material Lecture Task
11	Chapter 10: Managing the physical environment	- Understand the role of the physical environment in marketing a hospitality business and have an awareness of the design principles used in the development of the hospitality product.	- Web-Quest activities	Moodle	Textbook Online resources Extra material Lecture Task

		- Identify the external and internal elements of the hospitality physical environment and recognize the importance of maintenance and refurbishment programs in delivering customer satisfaction in hospitality properties.			
		-Group Discussions and reviews of Assignment #10	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material Lecture Task
		- Traditional lecture	N/A	On-campus	Textbook Online resources Extra material Lecture Task
12	Chapter 11: Managing service processes	- Understand the importance of managing service processes from a hospitality marketing perspective - Evaluate dimensions of service quality in a hospitality context - Identify the principal reasons for service failure	- Web-Quest activities	Moodle	Textbook Online resources Extra material Lecture Task
		- Group Discussions and reviews of Assignment #11	- Student-led Moodle discussions	On-campus	Textbook Online resources Extra material

					Lecture Task
	Traditional lecture	N/A	On-campus		Textbook Online resources Extra material Lecture Task
Final Exam	All the delivered chapters are included	Essay and MCQs			

22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Weekly Tasks + Participation	30%	All the topics	1+2+3+4	Over the 13 teaching weeks	Moodle
Midterm Exam	30%	Chapters 1+2	1+2	Week 6	TBC
Final Exam	40%	All the delivered chapters	1+2+3+4	TBC	

23 Course Requirements

Computer, internet connection, webcam, mic, and digital literacy!

24 Course Policies:

A- Attendance policies: - Students are not allowed to miss more than 15% of the classes during the semester. Failing to meet this requirement will be dealt with according to the university disciplinary rules.

- That means that if you absent from 4 classes the credit of this course will not be awarded under any circumstances.

B- Absences from exams and submitting assignments on time: - The final exam is mixed of MCQs and essay questions and it is going to be a paper-based. The time will be assigned in advance of exams time.

- No project is required for this course.

- Students will be required to submit around 11 tasks.

- No make-up exam could be held if the student failed in providing approved absence form signed by the dean or the Assistant Dean for Students affairs.

- No make-up for the make-up exam.



- The make-up exam will have a higher level of difficulty than the normal one with 40% and the exam will consist of essay questions only.

C- Health and safety procedures: N/A

D- Honesty policy regarding cheating, plagiarism, misbehavior: - Any inappropriate behaviour (inside the class, during the exam, during the Forum discussions) will not be tolerated and student will face consequences based on the University disciplinary rules.

- Students are kindly requested to keep their mobiles on silent mood during the lecture. Any disturbance caused by mobile phones will not be tolerated and mobile owner will be requested to leave the class.

E- Grading policy: It depends on the average.

F- You are allowed to contact me at my email only. If you contact me via any social media accounts you will be losing one mark for the first and the 5 marks with a block for the second time!

25 References:

A- Required book(s), assigned reading and audio-visuals:

1st Reference- Marketing for hospitality and tourism 6th Ed. Kotler, P., Bowen, J., and Makens, J., (2013). New Jersey: Prentice hall.

2nd Reference- Hospitality Marketing: Principles and Practice. Bowie D. and Buttle F. (2011). 2nd Ed. Routledge

B- Recommended books, materials and media:

- Marketing and managing tourism destinations. Morrison, A. (2013). 1st Ed. Routledge.

- Nation branding: concepts, issues, practice. Dinnie, K. (2015). 2nd Ed. Routledge.

26 Additional information:

N/A

Name of Course Coordinator Dr. Dana Kakeesh Signature: ----- Date: -----

Head of Curriculum Committee/Department Dr. Zainah Qasem Signature: -----

Head of Department: - Dr. Zainah Qasem Signature: -----

Head of Curriculum Committee/Faculty: Dr. Samer Dihyat Signature: -----

Dean: Prof. Fayez Haddad Signature: -----