



## Form: Course Syllabus

<b>Form Number</b>	EXC-01-02-02A
<b>Issue Number and Date</b>	2/3/24/2022/2963 05/12/2022
<b>Number and Date of Revision or Modification</b>	2023/10/15
<b>Deans Council Approval Decision Number</b>	265/2024/24/3/2
<b>The Date of the Deans Council Approval Decision</b>	2024/1/23
<b>Number of Pages</b>	13

<b>1. Course Title</b>	Tourism Marketing
<b>2. Course Number</b>	1604342
<b>3. Credit Hours (Theory, Practical)</b>	3
<b>3. Contact Hours (Theory, Practical)</b>	3
<b>4. Prerequisites/ Corequisites</b>	Principles of Marketing
<b>5. Program Title</b>	BA in Marketing
<b>6. Program Code</b>	04
<b>7. School/ Center</b>	Business
<b>8. Department</b>	Marketing
<b>9. Course Level</b>	4
<b>10. Year of Study and Semester (s)</b>	1 <sup>st</sup> term 2025/2026
<b>11. Program Degree</b>	n/a
<b>12. Other Department(s) Involved in Teaching the Course</b>	
<b>13. Learning Language</b>	English Language
<b>14. Learning Types</b>	<input type="checkbox"/> Face to face learning <input checked="" type="checkbox"/> Blended <input type="checkbox"/> Fully online
<b>15. Online Platforms(s)</b>	<input checked="" type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....
<b>16. Issuing Date</b>	10- March- 2025
<b>17. Revision Date</b>	

### 18. Course Coordinator:

Name: Abdalrazzaq Aloqool

Office hours:

- Sunday & Tuesday 11:30 AM– 12:30 PM
- Wednesday 11:30 AM – 12:30 PM



To schedule an appointment outside of the designated office hours, students can send an email requesting the meeting.

Office number: in front of classroom #15 Building Number 3 School of Business

Email: dana.kakeesh@ju.edu.jo

#### 19. Other Instructors:

n/a

#### 20. Course Description:

The objectives of this course are to understand the importance of location as a prerequisite for developing profitable hospitality businesses and identify the main classes of hospitality locations, research the characteristics of potential sites using relevant criteria while recognizing the complexity of the destination product, and evaluate the components of a destination's image. Additionally, students will understand the role of the physical environment in marketing a hospitality business, be aware of the design principles used in product development, and identify internal and external environmental elements, emphasizing the significance of maintenance and refurbishment for customer satisfaction. The course also aims to provide an understanding of managing service processes from a hospitality marketing perspective, evaluating service quality dimensions, and identifying key reasons for service failure.

#### 21. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.



**22. Course Intended Learning Outcomes:** (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
1.	x	x					Understanding
2.	x	x	x				Recognizing
3.	x	x	x	x			Applying
4.		x	x	x	x	x	Analyzing

**23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:**

PLO's * CLO's	1	2	3	4	5	6	7	8	Descriptors**		
									A	B	C
1. To learn specific nature of tourism and hospitality marketing.	x								A		
2. To understand the services characteristic of tourism marketing.	x	x							A		
3. To learn the different marketing techniques and how to implement them in the tourism sector.					x					B	
4. To formulate a successful service encounter stage using the different marketing strategies.								x			C

\*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.

\*\*Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).



**24. Topic Outline and Schedule:**

Week	Topic	<b>Intended learning Outcomes</b>  <b>Resources</b>	<b>Learning Types</b> (Face to Face/ Blended/ Fully Online)	<b>Synchronous / Asynchronous Lecturing</b>	<b>Evaluation Methods</b>	<b>Platform</b>
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The 1st Reference:

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

1	<b>Induction week</b>	<ul style="list-style-type: none"> <li>- Registering and creating a Moodle account.</li> <li>- Reading the blended learning “how to” guide</li> </ul>	<b>Blended</b>	<b>Synchronous</b>	<ul style="list-style-type: none"> <li>- Introduce yourself online.</li> <li>- Read other student’s introductions and comment on 3 of them.</li> </ul>	On-campus
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		<ul style="list-style-type: none"> <li>- Breaking the ice: In virtual-class jigsaw activity</li> </ul>				<ul style="list-style-type: none"> <li>- Post your intended course goals.</li> </ul>	
2	<b>Chapter 1: Introduction: Marketing for Hospitality and Tourism</b>	Understand the relationships between the world's hospitality and travel industry and define marketing and outline the steps in the marketing process.	Blended	Blended	Synchronous	Student-led Moodle discussions	On-campus
		<ul style="list-style-type: none"> <li>- Group Discussions and reviews of Assignment #1</li> </ul>	Blended	Blended	Synchronous	N/A	
		<ul style="list-style-type: none"> <li>- Traditional lecture</li> </ul>	Blended	Blended	Synchronous		
3	<b>Chapter 1: Introduction: Marketing for Hospitality and Tourism</b>	Define marketing and outline the steps in the marketing process.	Blended	Blended	Synchronous	<ul style="list-style-type: none"> <li>- Web-Quest activities</li> </ul>	On-campus
		<ul style="list-style-type: none"> <li>- Group Discussions and reviews of Assignment #2</li> </ul>	Blended	Blended	Synchronous	Student-led Moodle discussions	
		<ul style="list-style-type: none"> <li>- Traditional lecture</li> </ul>	Blended	Blended	Synchronous	N/A	



4	<b>Chapter 1: Introduction: Marketing for Hospitality and Tourism</b>	Explain the relationships between customer value and satisfaction.		Blended	Blended	Synchronous	- Web-Quest activities  Student-led Moodle discussions  N/A
		- Group Discussions and reviews of Assignment #3					
		- Traditional lecture					
5	<b>Chapter 1: Introduction: Marketing for Hospitality and Tourism</b>	Understand the concept of the lifetime value of a customer and be able to relate it to customer loyalty and retention.		Blended	Blended	Synchronous	- Text-based readings  Student-led Moodle discussions  N/A
		- Group Discussions and reviews of Assignment #4					
		- Traditional lecture					
6	<b>Chapter 2: Service Characteristics of Hospitality and Tourism Marketing</b>	Describe a service culture and Identify four service characteristics that affect the marketing of a hospitality or travel product.		Blended	Synchronous	Synchronous	- Text-based readings  On-campus



		<ul style="list-style-type: none"> <li>- Group Discussions and reviews of Assignment #5</li> </ul>			<ul style="list-style-type: none"> <li>- Student-led Moodle discussions</li> </ul>	
		<ul style="list-style-type: none"> <li>- Traditional lecture</li> </ul>			N/A	
7	<b>Chapter 2: Service Characteristics of Hospitality and Tourism Marketing</b>	Explain seven marketing strategies for service Businesses including the managing capacity and demand strategies.	Blended	Blended	<ul style="list-style-type: none"> <li>- Text-based readings</li> </ul>	On-campus
		<ul style="list-style-type: none"> <li>- Group Discussions and reviews of Assignment #6</li> </ul>	Blended	Synchronous	<ul style="list-style-type: none"> <li>- Student-led Moodle discussions</li> </ul>	
		<ul style="list-style-type: none"> <li>- Traditional lecture</li> </ul>	Blended	Synchronous	N/A	
Mid-Term Exam	<b>Chapters 1 + 2</b>					
		The 2 <sup>nd</sup> reference: Hospitality Marketing: Principles and Practice. Bowie D. and Buttle F. (2011). 2nd Ed. Routledge				



8	<b>Chapter 5: Developing the Offer</b>	Identify the core, tangible and extended product in hospitality operations and describe the function of product/benefit bundles in hospitality markets	<p><b>Blended</b></p> <p><b>Blended</b></p> <p><b>Blended</b></p>	<p><b>Synchronous</b></p> <p><b>Synchronous</b></p> <p><b>Synchronous</b></p>	- Moodle Discussion Post (Forum)	On-campus
		- Group Discussions and reviews of Assignments #7			- Student-led Moodle discussions	
		- Traditional lecture				
9	<b>Chapter 5: Developing the Offer</b>	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.	<p><b>Blended</b></p> <p><b>Blended</b></p> <p><b>Blended</b></p>	<p><b>Synchronous</b></p> <p><b>Synchronous</b></p> <p><b>Synchronous</b></p>	- Text-based readings	On-campus
		- Group Discussions and reviews of Assignment #8			- Student-led Moodle discussions	
		- Traditional lecture			N/A	



10	<b>Chapter 6: Locating the Offer</b>	<ul style="list-style-type: none"> <li>- Understand the importance of location as a prerequisite for developing a profitable hospitality Business and identify the main classes of hospitality locations.</li> <li>- Research the characteristics of potential sites using relevant criteria and recognize the complexity of the destination product.</li> <li>- Evaluate the components of a destination's image.</li> </ul>	Blended	Synchronous	<ul style="list-style-type: none"> <li>- Text-based readings</li> </ul>	On-campus
		- Group Discussions and reviews of Assignment #9			<ul style="list-style-type: none"> <li>- Student-led Moodle discussions</li> </ul>	
		- Traditional lecture	Blended	Synchronous	N/A	
11	<b>Chapter 10: Managing the physical environment</b>	<ul style="list-style-type: none"> <li>- 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.</li> <li>- 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.</li> </ul>	Blended	Synchronous	<ul style="list-style-type: none"> <li>- Web-Quest activities</li> </ul>	On-campus
		-Group Discussions and reviews of Assignment #10			<ul style="list-style-type: none"> <li>- Student-led Moodle discussions</li> </ul>	



		<ul style="list-style-type: none"> <li>- Traditional lecture</li> </ul>			N/A	
12	<b>Chapter 11: Managing service processes</b>	<ul style="list-style-type: none"> <li>- Understand the importance of managing service processes from a hospitality marketing perspective</li> <li>- Evaluate dimensions of service quality in a hospitality context</li> <li>- Identify the principal reasons for service failure</li> <li>- Group Discussions and reviews of Assignment #11</li> </ul>	Blended	Synchronous	<ul style="list-style-type: none"> <li>- Web-Quest activities</li> </ul>	
		Traditional lecture	Blended	Synchronous	<ul style="list-style-type: none"> <li>- Student-led Moodle discussions</li> </ul>	
Final Exam	<b>All the delivered chapters are included</b>		Blended	Synchronous	Essay and MCQs	



## 25. Evaluation Methods:

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

Evaluation Activity	*Mark wt.	CLO's			
		1	2	3	4
<b>First Exam</b>	30%	x	x	x	
<b>Final Exam</b>	40%	x	x	x	x
<b>Projects/reports</b>	13%	x	x	x	x
<b>Any other approved works (weekly task)</b>	17%	x	x	x	x
<b>Total 100%</b>	100%				

\* According to the instructions for granting a Bachelor's degree.

\*\*According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

**Mid-term exam specifications table\***

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
				1	1	1	30	5	30%	1
			2	2	2	2	30	5	30%	2
2	2	2	2			2	30	5	40%	3

**Final exam specifications table**

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
				1	1	1	40	6	15%	1
			1	1	1	1	40	6	20%	2
2	2	2	2			2	40	6	30%	3
2	2	2	2			2	40	6	35%	4



## 26. Course Requirements:

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

## 27. 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!

## 28. 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.

## 29. Additional information:

Name of the Instructor or the Course Coordinator:

Dr. Abdalrazzaq Aloqool

Name of the Head of Quality Assurance Committee/ Department

Dr. Nawras Nusairat

Name of the Head of Department

Dr. Nawras Nusairat

Name of the Head of Quality Assurance Committee/ School or Center

Dr. Rima Al Hasan

Name of the Dean or the Director

Prof. Samer Dahiyat

Name of the Instructor or the Course Coordinator:

Signature:

Date:

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Name of the Head of Quality Assurance Committee/ Department

Signature:

Date:

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Name of the Head of Department

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Date:

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Name of the Head of Quality Assurance Committee/ School or Center

Signature:

Date:

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Name of the Dean or the Director

Signature:

Date:

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