

Syllabus
MARKETING APPLICATIONS:
Tourism Marketing, Pan-European Marketing and Brand Management
Summer 2011
Alicante, Spain

Course	MARKETING APPLICATIONS: Tourism Marketing, Pan-European Marketing and Brand Management
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Course Objectives	<p>This course examines three relevant applications of Marketing principles.</p> <p>Tourism Marketing. The objectives of this part are to provide an opportunity for students to:</p> <ol style="list-style-type: none"> 1. Understand the nature of the tourism marketing and its singular traits. 2. Develop interpersonal skill through classroom assignments. 3. Explore the tourism marketing strategies that will have an impact on the future of the industry. 4. Provide a local and global perspective on tourism marketing issues. <p>Pan-European Marketing. On completion of this section the student should be able to:</p> <ol style="list-style-type: none"> 1. Acquire a global overview of European Marketing 2. Formulate and recognize European Marketing Strategies 3. To give students a fundamental understanding of the importance of European market and its management implications for marketing strategies. 4. To learn the importance of cultural awareness in the European market and the relationship between local and global markets 5. To understand how the consumer mind works in a global market like Europe <p>Brand management. The purposes of this part is:</p> <ol style="list-style-type: none"> 1. Understand the application of marketing techniques to brands. 2. Recognize the importance of brand equity in today's marketing actions. 3. Deal with the intangible character of brands. 4. Understand the relevance of brand protection
Course Materials	All the materials (notes, cases, etc.) needed for this course will be provided by the instructor.
Grading	Three examinations, one at the end of each week: week one 33.33%, week two 33.33%, week three 33.33%.

Pedagogy	Along with the lectures, case studies will be analyzed in class. The students are expected to actively take part in discussions emerging from those cases.
Class Policies	<p>Academic Integrity Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed, and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful and the academic community regards academic dishonesty as an extremely serious matter. When in doubt about plagiarism, paraphrasing, quoting, or collaboration with others, please consult the course instructor who reserves the right to apply a penalty that may be as severe as a failing grade for the assignment or the entire course.</p> <p>Americans with Disabilities Act (ADA) If you need accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform me immediately. Please see me privately before or after class.</p>

Schedule of Topics (This list is flexible)

Week One

The marketing concept in tourism
Market Segmentation in Tourism
Market Positioning
Designing and Managing Tourism Products
Pricing Strategies in Tourism
Tourism Distribution
Tourism Promotion

Week Two

Europe as a marketing issue: a review to the EU's origin
Management implications of European developments
Consumer behavior
Pan-European marketing, myth or reality?

Week Three

Why branding?
The relevance of brand equity
Brands as intangible assets