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| Course Title | Marketing for Hospitality and Tourism | | | | |
| Course Code | ICUL-300E | | | | |
| Course Type | Compulsory | | | | |
| Level | 1 st Cycle | | | | |
| Year / Semester | Third/Fall | | | | |
| Teacher's Name | | | | | |
| ECTS | 6 | Lectures / week | 3 | Laboratories / week | 0 |
| Course Purpose and Objectives | The course aims to provide students with a comprehensive coverage of marketing-related topics. Significant emphasis is placed on the elements of the Marketing mix. Upon completion of the course the student should be able to address the issues that are considering Marketing programming and strategy and have control over all important areas of knowledge about Marketing Theory and Practice. | | | | |
| Learning Outcomes | <p>After completion of the course students are expected to be able to:</p> <ul style="list-style-type: none"> Analyze the exciting world of modern marketing (Students will have the opportunity to understand that marketing is part of their everyday life and that Marketing applies in most of the social activities of a person, directly or indirectly). To create value and profitable customer relationships through the theory, techniques and MCA tools. Understand and analyze the Marketing Environment. (Students will be asked to identify the environmental and social problems of today's world and to record the role of Marketing in minimizing these problems). Explain the role of Marketing in Strategic Planning (Students will learn the steps of the strategic planning process and the need to develop marketing mix based on the needs and desires of potential customers). Explore ways to understand consumers' purchases and behavior (Students should be aware of the factors that influence consumers' behavior and identify the role that each consumers has in the decision-making process). Analyze in depth all four elements of marketing mix. Prepare a company's Marketing Plan or the brand of their choice. | | | | |
| Prerequisites | IMGT-281E | Required | None | | |
| Course Content | <ul style="list-style-type: none"> The concept and philosophy of Marketing and historical evolution of Marketing. Strategic Marketing Planning: Concept, Process, Portfolio Analysis. | | | | |

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| | <ul style="list-style-type: none"> • Marketing Environment: Microenvironment & Macroenvironment Analysis. • Consumer behavior: Standards, factors, types and process. • Marketing Information and Research: Concept, Process, Types, Primary and Secondary Elements, Initial Data Collection Methods, Tools, Sampling and Planning. • Marketing Mix Variables (product): product definitions, classifications and decisions, branding, new product development process, product life cycle, service Marketing. • Marketing Mix Variables (price): Internal and external factors that impact on pricing decisions, pricing approaches, various pricing strategies. • Marketing Mix Variables (Position): Management and Marketing nature of channel distribution, channel behavior and organization, channel design, logistics, and natural distribution. • Marketing Mix Variables (Promotion): The concept of integrated marketing communications, IMC process and strategy, IMC mix, advertising, direct marketing, sales promotion, personal sale, PR. • Ethical and Social Responsibility • E-marketing • International Marketing | | | | | | | | |
| Teaching Methodology | Lectures, videos, interactive activities | | | | | | | | |
| Bibliography | <p>Required:</p> <ul style="list-style-type: none"> • Marketing Strategy : text and cases Ferrell, O. C; Hartline, Michael D; Hochstein, Bryan W.2022 <p>Suggested:</p> <ul style="list-style-type: none"> • Kotler, Wong, Saunders and Armstrong: Principles of Marketing, 4th European Edition, Prentice Hall 2005, ISBN 0-273-68456-6 • Marketing communications, Egan, John.2023 • Marketing, Sonyel Oflazoglu; Oflazoglu, Sonyel, editor. 2018 | | | | | | | | |
| Assessment | <ul style="list-style-type: none"> • Class Participation • Assignments • Presentations • Final Exam <p>Grading Policy</p> <table border="1" data-bbox="587 1899 1275 2069"> <tr> <td>Final Examinations</td> <td>30 – 50%</td> </tr> <tr> <td>Class Tests</td> <td>15 – 30% each</td> </tr> <tr> <td>Term paper or Projects</td> <td>15 – 30%</td> </tr> <tr> <td>Mid-Term</td> <td>30 – 40%</td> </tr> </table> | Final Examinations | 30 – 50% | Class Tests | 15 – 30% each | Term paper or Projects | 15 – 30% | Mid-Term | 30 – 40% |
| Final Examinations | 30 – 50% | | | | | | | | |
| Class Tests | 15 – 30% each | | | | | | | | |
| Term paper or Projects | 15 – 30% | | | | | | | | |
| Mid-Term | 30 – 40% | | | | | | | | |

INTERCOLLEGE

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| | Homework | 0 – 20% | |
| | Quizzes | 0 – 10% | |
| | Class Attendance & Participation | 0 – 10% | |
| Language | English | | |