



## ESOGU Tourism Faculty Course Information Form

TERM	Spring
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COURSE CODE	271118053	COURSE NAME	Promotion and Sales Development in Tourism
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VIII	2	0	0	2	4	CORE ( ) ELECTIVE ( x )	Turkish
<b>COURSE CATEGORY</b>							
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills			
	X						
<b>ASSESSMENT CRITERIAS</b>							
<b>DURING TERM</b>	<b>Activity</b>		<b>Number</b>		<b>Percentage (%)</b>		
	I. Mid-Term						
	II. Mid-Term						
	Quiz						
	Homework		1		40		
	Project						
	Report						
Other (.....)							
<b>FINAL EXAM</b>				1		60	
<b>PREREQUISITE(S) (IF ANY)</b>							
<b>COURSE CONTENT</b>		Promotion types, country promotion and image, domestic sales development efforts					
<b>COURSE OBJECTIVES</b>		To provide information about promotional activities in the field of tourism and to examine the image of Turkey.					
<b>CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING</b>							
<b>COURSE OUTCOMES</b>		<ul style="list-style-type: none"><li>• Students taking the course will be provided with sufficient knowledge about promotion in the field of tourism.</li><li>• Raising students who take the course as individuals who can contribute to the promotion of the country</li><li>• Understanding the concept and practices of sales development</li></ul>					
<b>TEXTBOOK(S)</b>		Avcıkurt C. (2005). Turizmde Tanıtım ve Satış Geliştirme. Değişim Yayınları.					
<b>SUPPORTIVE RESOURCES</b>							
<b>EQUIPMENTS REQUIRED</b>							

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	International Promotion and Tourism
2	Promotion Types
3	Lobbying and Lobbying in Promotion
4	Country Promotion and Image
5	Strategies to Promote Turkey's Tourism Assets
6	Organization in Tourist Promotion
7	Midterm quiz
8	Suggestions for Turkey's Promotion and Image Problems
9	Tourism Promotion Plan Development Process
10	The Role of Advertising Agencies
11	Sponsorship and Its Importance as a Promotion Tool
12	Sales Development and Features
13	Internal Sales Development Efforts
14	Sales Development Techniques
15,16	Final exam

NO	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.			X
2	To be able to plan the process of investment of a new established tourism company.		X	
3	To be able to manage companies to be established in the areas of tourism.		X	
4	To understand local, national and international dimension of management in tourism administration.			X
5	To have the knowledge of using and evaluating the tools that can analyze a tourism company with its internal and external environment		X	
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.		X	
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.		X	
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.) and hotel management	X		
9	To be able to research scientific knowledge about tourism and hotel management.			X
10	To be able to understand and comment the new trends about tourism industry.	X		
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)		X	
12	To define the source of the problems in the field by using critical thinking.			X
13	To have verbal and written communication skills in Turkish base on tourism sector.			X
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.		X	

1: Few 2: Partially 3: Many

Instructor Name : Assoc. Prof. Dr. O. Can YILMAZDOĞAN