

## <sup>7</sup> ESOGU Tourism Faculty Course Information Form

TERM Fall

 COURSE CODE
 COURSE NAME
 Tourism Marketing

III         2         0         0         2         4         CORE_(X)           COURSE CATEGORY           Supportive Courses         Basic Vocational         Proficiency/Field         Human, Communication, an Management Skill           X         ASSESSMENT CRITERIAS           DURING TERM         AssESSMENT CRITERIAS           DURING TERM         AssEssment CRITERIAS           DURING TERM         AssEssment CRITERIAS           Proficiency/Field         Muman, Communication, an Management Skill           DURING TERM         AssEssment CRITERIAS           DURING TERM         AssEssment CRITERIAS           DURING TERM         AssEssment CRITERIAS           Project         Report           Other ()           FINAL EXAM         Final (Test)           PREREQUISITE(S) (IF ANY)           Basic Concepts in Marketing and Change in Service Marketing           COURSE CONTENT           To teach students the process of Marketing I concepts of tourism marketing.           COURSE OBJECTIVES         <	COURSE				
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Supportive Courses       Basic Vocational       Proficiency/Field       Human, Communication, an Management Skill         X       ASSESSMENT CRITERIAS         DURING TERM       I. Mid-Term       I.         II. Mid-Term       Quiz       I.         Homework       I.       I.         Project       Report       I.         Other ()       Final EXAM       Final (Test)         PREREQUISITE(S) (IF ANY)       Basic Concepts in Marketing and Change in Service Marketing       Service Marketing         COURSE CONTENT       To teach students the process of Marketing I concepts of tourism Marketing.       To teach students the process of Marketing I concepts of tourism marketing.         COURSE TO THE VOCATIONAL TRAINING       To form the basis of theoretical knowledg level by conveying the basic concepts of tou         COURSE OUTCOMES       • Understand the purpose and importance of Understanding services marketing	ELECTIVE ()	) Turkish			
Supportive Courses       Basic Vocational       Proficiency/Field       Communication, an Management Skill         X		- I			
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COURSE OUTCOMES       • Understanding services marketing         • Understanding processes for tourism marketing         • Understanding and interpreting the dyname	To form the basis of theoretical knowledge required at the professional level by conveying the basic concepts of tourism marketing to students.				
TEXTBOOK(S) Nazmi Kozak – Turizm Pazarlaması	<b>.</b> .				
	Nazmi Kozak – Turizm Pazarlaması				
SUPPORTIVE RESOURCES       - Nazmi Kozak, Çağıl Hale Özel & Den         Pazarlaması       - Academic articles on tourism marketing					
EQUIPMENTS REQUIRED					

COURSE OUTLINE					
WEEK	SUBJECTS / TOPICS				
1	Basic Concepts in Marketing and Change in Marketing Concept				
2	Service Marketing				
3	7P/7C				
4	Introduction to Tourism Marketing				
5	Tourism Marketing Environment				
6	Tourism Marketing Planning				
7	Midterm Assessment and Homework				
8	Marketing Information System				
9	Tourism Market and Market Segmentation				
10	Segmentation and Positioning in Tourism				
11	Tourism Product & Tourism Distribution System				
12	Applicability of Current Marketing Methods in the Tourism Sector				
13	Postmodern Marketing and Tourism				
14	General Evaluation and Summary Before the Final				
15,16	Final exam				

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

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