



ESOGU Tourism Faculty Course Information Form

TERM	Fall
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COURSE CODE		COURSE NAME	Tourism Marketing
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
III	2	0	0	2	4	CORE (X) ELECTIVE ()	Turkish
COURSE CATEGORY							
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills			
	X						
ASSESSMENT CRITERIAS							
DURING TERM	Activity		Number	Percentage (%)			
	I. Mid-Term						
	II. Mid-Term						
	Quiz						
	Homework		1	40			
	Project						
	Report						
Other (.....)							
FINAL EXAM	Final (Test)		1	60			
PREREQUISITE(S) (IF ANY)							
COURSE CONTENT	Basic Concepts in Marketing and Change in Marketing Concept Service Marketing 7P/7C Introduction to Tourism Marketing Tourism Marketing Environment Segmentation and Positioning in Tourism						
COURSE OBJECTIVES	To teach students the process of Marketing Development and the basic concepts of tourism marketing.						
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING	To form the basis of theoretical knowledge required at the professional level by conveying the basic concepts of tourism marketing to students.						
COURSE OUTCOMES	<ul style="list-style-type: none">• Understand the purpose and importance of marketing• Understanding services marketing• Learning processes for tourism marketing• Understanding and interpreting the dynamics of tourism marketing						
TEXTBOOK(S)	Nazmi Kozak – Turizm Pazarlaması						
SUPPORTIVE RESOURCES	- Nazmi Kozak, Çağıl Hale Özel & Deniz Karagöz Yüncü – Hizmet 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 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