

Implementation plan Finished

Study unit	Tourism Marketing (A9182), 5.0
Implementation	CCA1521: 2/2015-2016 (21.03.2016 - 23.06.2016)
Type	TOURISM SERVICE DEVELOPER (A817)
Groups	Primary: CCA15SY Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	30.11.2015 08:00 - 07.12.2015
Main timing for implementation	According to the project schedule
Applicability	For exchange students: Yes For elective studies: Yes Open UAS student: Yes Suitable for virtual UAS: Yes
Teachers	Heinonen Johanna (Teacher in charge), Salomaa Marjaana (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	At the campus
Implementation method	Optima realization/student group, Project/venture/R&D, Web/virtual Language: English Virtuality: 5 cr Integration of R&D: 5 cr
Implementation class	LbD based on local project or development task
Focus areas	Service business
Evaluation at the latest	23.07.2016 Storing of graded material ends.: 23.06.2017
Exam days	
Having completed the study unit the student is able to	The student is able to: • analyze the marketing environment of the tourism sector • plan and design experiential marketing strategies • apply co-marketing in a digital environment with partners
Previous studies	
Previous studies, more information	Discovering Tourism Business or other tourism studies recommended
Contents	• marketing and sales strategies in tourism • marketing planning in tourism • markets and networks • marketing mix in tourism (services, pricing, distribution channels, marketing communication) • e-marketing
Study material	For example: Pike, S. 2008. Destination marketing: an integrated marketing communication approach. Oxford: Buitenworth-Heinemann. Koza, M., Gnoth, J., Andreu, L.L.A. (Eds.) 2010. Advances in tourism destination marketing: managing networks. Dasgupta, D. 2011. Tourism marketing. Dorling Kinsey: India. Tsotsou, R. T. & Goldsmith, R. E. 2012. Strategic Marketing in Tourism Services. Emerald Group Publishing Limited: UK. ARTICLES Woodside, A. G. 2010. <u>Tourism advertising and marketing performance metrics</u>. Advances in Culture, Tourism and Hospitality Research 09/2010;4. Pages 1-14. Soteriades, M. 2012. <u>Tourism Destination Marketing: Approaches Improving Effectiveness and Efficiency</u>. Journal of Hospitality and Tourism, Technology, 2012, vol:3, iss:2 Molina, A., Gómez, M. and Martín-Consuegra, D. 2010. <u>Tourism marketing information</u>

**Implementation plan Finished**

	and destination image management. African Journal of Business Management Vol. 4(5), pp. 722-728, May 2010 OTHER MATERIAL Basu, A. 2010. Tourism Marketing. URL: http://www.slideshare.net/Arijitbasu/tourism-marketing-2850672. Published 1.7.2010. Visited 29.1.2016 Dougherty, T. 2016. Destination and Tourism Market Study. URL: http://www.stealingshare.com/pages/destination-and-tourism-market-study/. Visited: 29.1.2016. Johnson, K. 2016. What is Tourism Marketing. URL: http://smallbusiness.chron.com/tourism-marketing-56473.html. Visited 29.1.2016. Mulvey, J. 2015. 5 New Tactics for Your 2016 Tourism Marketing strategy. URL: http://blog.hootsuite.com/5-tactics-tourism-marketing-strategy/. Published 8.9.2015. Visited 29.1.2016. ReportLinker. 2016. Tourism Marketing Reports. URL: http://www.reportlinker.com/report/best/keywords/Tourism?utm_source=adwords1&utm_medium=medium. Visited 29.1.2016 UNWTO. 2016. Tourism Market Trends UNWTO. URL: http://mkt.unwto.org/. Visited 29.1.2016.
Tutoring and communication	Lectures, Eliademy
Evaluation criteria and methods	• Marketing project 50 % • Theoretical assignments 40 % • Participation (i.e. discussions on forum as well as dynamic group work in contact hours) 20 %
Project (name)	Suomenlinna in contact version and own project in virtual version
Other arrangements	Please note that MATKA Nordic Travel Fair on Friday January 22nd is mandatory for students attending lectures (not for virtual course). More info later by email.

Learning events

Date	o'clock/at	h	Subject	Content	Status	Teachers
22.01.2016				Please note that MATKA Nordic Travel Fair on Friday January 22nd is mandatory for students attending lectures (not for virtual course). More info later by email.		
23.03.2016				Contact hours start in Leppävaara, Introduction of the course What is so special in tourism marketing? Guest lecture: Kari Halonen 10 a.m. - 4 p.m. room 195A		
30.03.2016	9.00	6	Meeting	Commissioner meeting in Suomenlinna 9 a.m. - 3 p.m.	Suomenlinna Island	