Course Syllabus

Code - Course Title	**PZL251 - Tourism Marketing**
Course Type	V. SEMESTER
Laboratory + Practice	3+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. ÇAĞIL HALE ÖZEL

Mode of Delivery	Face to face delivery is present.
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	TRZ466 Product Development in Tourism may be taken.
Recommended Resources	Kozak, N. (2010). Turizm Pazarlaması. Ankara: Detay Yayıncılık.
Work Placement	There is no work placement for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Marketing and Services Marketing	
Week - 2		Introduction to Tourism Marketing	
Week - 3		Tourism Marketing Environment and Tourism Marketing Planning	
Week - 4		Marketing Information System	
Week - 5		Mid-term week	
Week - 6		Tourism Market	
Week - 7		Product and Distribution	
Week - 8		Price and Promotion	
Week - 9		People	
Week - 10		Oral presentation of mid term assignments in groups	
Week - 11		Physical Evidences and Process	
Week - 12		e-Marketing	

Learning Outcomes

#	Learning Outcome
1	Identify the difference between marketing goods and services.

Learning Outcomes

#	Learning Outcome
2	Evaluates aspect of marketing mix elements in tourism marketing.
3	Evaluates the marketing information system and process.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	40
Homework	1	30
	Sum (%)	**100**