Course Syllabus

Code - Course Title	**TRZ217 - Tourism Marketing**
Course Type	I. SEMESTER
Laboratory + Practice	2+1
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. OKTAY EMİR

Mode of Delivery	face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Concept of Tourism Marketing; Development and importance of Tourism Marketing	
Week - 2		Structure of Market in Tourism; Tourist Behavior	
Week - 3		Tourism Product And Service Policies	
Week - 4		Pricing Policies in Tourism	
Week - 5		Distribution Channels in Tourism; Travel Agencies andTour Operators	
Week - 6		Promotion in tourism	
Week - 7		Destination management in tourism	
Week - 8		Marketing Planning in tourism	
Week - 9		Strategic Planning And Management in Tourism	
Week - 10		Market reseach in tourism	
Week - 11		Marketing Controlling And Performance Measurement	
Week - 12		Marketing Research in Tourism; Global Tourism Strategies	
Week - 13		Marketing of Meeting Tourism	
Week - 14		Importance of Communication in Tourism and Public Relations	

Learning Outcomes

#	Learning Outcome
1	Explains the basic features of tourism marketing.
2	Explains the concept of service marketing.
3	Tells about consumer behaviours in tourism marketing.

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	40
Final Exam	1	60
	Sum (%)	**100**