Course Syllabus

Code - Course Title	**TRZ563 - Product Management in Tourısm**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. ECE DOĞANTAN

Mode of Delivery	Face to Face
Prerequisites	The course has no prerequisites and co-requisites.
Courses Recomended	Product development in tourism, digital entrepreneurship, touristic product strategies
Work Placement	There is no Internship/Practice.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Concept of Product in Tourism	
Week - 2		Concept of Product in Tourism	
Week - 3		Touristic Product Strategies	
Week - 4		Touristic Product Strategies	
Week - 5		Product Development in Tourism	
Week - 6		Product Development in Tourism	
Week - 7		Agile Project Management	
Week - 8		Project Planning Processes in Product Management	
Week - 9		Product and Economics	
Week - 10		Product and Economics	
Week - 11		Product Management and Marketing	
Week - 12		Product Management and Marketing	
Week - 13		Product Brand Management	
Week - 14		Case Studies	

Learning Outcomes

#	Learning Outcome
1	To be able to explain the concept of product in tourism
2	To be able to list the touristic product strategies
3	To be able to evaluate the product development process in terms of touristic products
4	To be able to plan a project in product development
5	To be able to analyze product metrics
6	To be able to develop marketing strategies in product management

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**