Course Syllabus

Code - Course Title	**KOİ302U - Destination Management**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	Lect. Dr. Seher Gülenç

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	E-Learning Portal
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Destination Concept, Characteristics and Management	
Week - 2		Destination Planning and Development	
Week - 3		Destination Planning and Development	
Week - 4		Destination Marketing Organizations	
Week - 5		Destination Marketing Organizations	
Week - 6		Destination Marketing	
Week - 7		Destination Marketing	
Week - 8		Destination Product Development	
Week - 9		Destination Product Development	
Week - 10		Marketing Communications for Destinations	
Week - 11		Marketing Communications for Destinations	
Week - 12		Destination Competitiveness	
Week - 13		Destination Competitiveness	
Week - 14		Destination Brand	

Learning Outcomes

#	Learning Outcome
1	To be able to explain the concept, characteristics and management of the destination,
2	To be able to list the stages of the destination planning and development process,
3	To be able to list the structures of destination marketing organizations,
4	To be able to define the concepts of destination product, destination marketing and destination marketing communication,
5	To be able to compare the competitiveness models of the destination,
6	To be able to discuss destination branding and examples.

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	70
	Sum (%)	**100**