Course Syllabus

Code - Course Title	**PZL218U - Tourism Marketing**
Course Type	II. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. SEMRA GÜNAY

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	Not suitable for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The Concept of Marketing and Its Relationship with Tourism Marketing	
Week - 2		Tourism Marketing Overview	
Week - 3		The Place of Marketing Mix Elements in Tourism Marketing	
Week - 4		Extended Marketing Mix in Tourism Marketing Location of Elements	
Week - 5		Market Segmentation, Target Marketing and Positioning	
Week - 6		Practice Questions	
Week - 7		Midterm	
Week - 8		Marketing Information Systems and Marketing Research	
Week - 9		Use of Social Media in Tourism Marketing	
Week - 10		The Future of Tourism Marketing	
Week - 11		The Future of Tourism Marketing II	
Week - 12		Practice Questions I	
Week - 13		Practice Questions II	
Week - 14		Final Exams	

Learning Outcomes

#	Learning Outcome
1	Able to analyze the difference between the marketing of goods and services,
2	Evaluate the size of the marketing mix elements in the marketing of tourism products.
3	Able to evaluate the marketing information system and process.
4	Will be able to evaluate the Future of Tourism Marketing
5	Will be able to analyze Marketing Information Systems and Marketing Research process
6	Will be able to evaluate the Future of Tourism Marketing
7	To be able to evaluate the use of social media in tourism marketing.
8	Will be able to analyze Marketing Information Systems and Marketing Research 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	70
	Sum (%)	**100**