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UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

Academic Year [2024/25]

Code - Course	062112 - Strategic and operational marketing				
Type	Basic Training		Year	1 st	
Thematic Area	Marketing and Commercialization		Credits	6 ECTS	
Teacher in charge of the course			Esther Velasco		
In-class	60 hours	Teacher-led	40 hours	Individual	50 hours

BRIEF COURSE DESCRIPTION

The subject introduces the student to the fundamental concepts of Marketing, with special attention to the market and the environment from a modern conception of customer orientation. In particular, the segmentation and positioning strategies are explained. All phases of marketing are addressed: the analytical phase, the strategic phase and finally, an introduction to the marketing mix techniques is made: product, price, distribution and communication, within the operational phase.

The subject of strategic and operational marketing will allow students to learn the basic theories and concepts of tourism marketing such as, for example, the market, segmentation and positioning and to understand the importance of customer orientation in decision making. In addition, it will train you to carry out analysis and diagnosis of marketing situations: SWOT, PESTEL, product/service analysis, pricing, etc.

KEYWORDS: marketing, consumer behavior, SWOT, PESTEL, target market. |

BASIC SKILLS

BS04- Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.



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SPECIFIC SKILLS

SS04- Master the foundations of and apply scientific methodology to tourism research.

SS09- Understand and use information technology and information management systems in tourism.

LEARNING OBJECTIVES

1. Understand the key concepts of tourism organizations, considering the dynamic and evolutionary nature of tourism, and with an innovative vision.
2. Know the basic theories and concepts in tourism marketing such as: consumer behavior, market, segmentation, positioning, etc.
3. Know and use the tools of Information and Communication Technologies and their application to this subject.
4. Apply the statistical tools to be used for marketing and/or business management research.
5. Perform analysis and diagnosis of marketing situations: SWOT, marketing strategies, product/service, price, marketing.
6. Design a marketing plan (off and online) for tourist products and services.
7. Prepare proposals for competitive strategies based on previous diagnoses.

ACADEMIC CONTENTS

1. Introduction
 - 1.1. What is Marketing?
2. Analytical marketing
 - 2.1. Company Analysis
 - 2.2. Industry Analysis
 - 2.3. SWOT Analysis
3. Strategic Marketing
 - 3.1. Objectives
 - 3.2. Market Segmentation and Positioning
 - 3.3. Differentiation Strategies
4. Operational Marketing
 - 4.1. The 4 Ps
5. Evaluation, control and monitoring of the Marketing Plan |



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LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Project-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Activity 1: Dossier	Group	15%	20%	Week 11



Activity 2: Marketing Plan	Group	20%	20%	Week 12
Activity 3: Mid-Term Test	Individual	15%	X	Week 7
Final Exam	Individual	50%	60%	Exam Week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

Blythe, J. (2016). Essentials of marketing. England: Pearson.

Bowen, J. T., & Makens, J. C. (2018). Marketing turístico. ES: Pearson.

Kotler, P. T., & Armstrong, G. (2018). Principios de Marketing. Madrid: Pearson.

Moreno, M. R. (2020). Marketing Turístico: Fundamentos y Dirección. ES: Pirámide.

Villalobos, J. C. (2020). Fundamentos del Marketing. Madrid: Fundación U. San Pablo.