



Centre adscrit



COURSE CONTENT

Master's in Business Management and Administration
Academic Year 2024/25

Code-Course	590027 – Marketing Management in Tourism Companies		
Thematic area	Business Management and Administration		
Course type	Mandatory	Credits	6
Language	English		
Professors	Benoush Kangarlou		
In-class hours	42	Individual work hours	52

BRIEF COURSE DESCRIPTION

This subject aims to provide students with the conceptual and practical foundations of the marketing field. It will enable them to develop the most appropriate strategies and actions in today's competitive markets, both through traditional tools and those linked to the online and mobile environment.

From a broad perspective of the tourism business and its components, this subject should allow students to understand the new features to take them into account for their maximum use to achieve maximum profitability and, without forgetting, that tourism companies and organisations can perfectly reconcile the traditional vision with the concepts provided by the "digital era."

BASIC SKILLS

CB8 - Students can integrate knowledge and deal with the complexity of making judgements based on incomplete or limited information, including reflections on the social and ethical responsibilities linked to applying their knowledge and decisions.

CB10 - Students possess the learning skills that will enable them to continue studying largely self-directedly or autonomously.

GENERAL SKILLS

GC1 - Business orientation.

GC2 - Exercising leadership.





Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Master's in Business Management and Administration
Academic Year 2024/25

GC5 - Undertaking innovative and creative projects.

GC7- Identifying, proposing, or solving a problem in a relevant and creative way, interpreting and critically evaluating the results obtained.

SPECIFIC SKILLS

SC2 - Designing and implementing commercial and communication strategies that respond to the new business opportunities emerging in the sector.

SC8 - Developing an effective negotiation process with suppliers.

LEARNING OBJECTIVES

RO02 Developing and implementing marketing strategies for the achievement of pre-established objectives

RO03. Reflecting on the new strategic models derived from the company's application of information and communication technologies.

RO04 Analysing and controlling the sales process in tourism organisations.

RO14 Understanding tourism projects as a complex system that must be approached from a multidisciplinary perspective and aligned with the business strategy.

ACADEMIC CONTENTS

1. Marketing and its importance in the tourism company
 - 1.1. The role of marketing in the tourism company
2. Analytical processes
 - 2.1. Marketing analysis and auditing
 - 2.2. Targeting: Segmentation and micro-segmentation
 - 2.3. Objectives and means
3. Marketing strategies for tourism companies. From offline to online
4. Types and trends of marketing in the tourism industry
 - 4.3. Ethical Marketing
5. Marketing Plan
 - 5.1. Creativity & Development
 - 5.2. Audit
 - 5.3. Strategic Design: Strategy, Tactics, Actions, and Campaigns



5.4. Key Performance Indicators and Analytics

LEARNING METHODOLOGY

The subject will be based on work sessions of a theoretical-practical nature, in which the various previously defined contents are discussed. Case studies are carried out that contribute to contextualizing the concepts discussed in each topic in which the active participation of students will be essential for monitoring the subjects.

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents. Given the nature of this program, an essential part of the learning process is based on the active participation of the students during the sessions. For this reason, attending at least 80% of the sessions is considered mandatory. In each session, the student must sign the attendance control. Students may choose continuous assessment or single assessment

Activities	Continuous	Single	Deadline
Group activity (CA) / Individual activity (SA). Challenge: "Analytical processes of Marketing"	40%	40%	1st week of December
Individual activity (CA) / Individual activity (SA). Marketing Plan	60%	60%	3rd week of December
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" 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 evidence that have been designed for the assessment of learning. The revision period is public and is available in the evaluation section of the subject, on the virtual campus. It is the duty of the student to read and understand the review and reassessment processes of the subject.





Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Master's in Business Management and Administration Academic Year 2024/25

All requests for review must follow the established process in a timely manner. Any request for review outside the established process will not be considered estimated.

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.

COPY AND PLAGIARISM

Without prejudice to others that are considered appropriate and in accordance with current academic discipline regulations, irregularities committed by a student that may lead to a variation in the grade will be valued with a zero (0) mark. Evaluation activities classified in this way and by this procedure will not be reassessed or recovered. These irregularities include, among others:

- The total or partial copy of a practical activity, report or any other assessment activity.
- Letting others copy the test/work.
- Submit group work that has not been fully completed by group members.
- Present as your own those materials produced by a third party, even if they are translations or adaptations, and in general, works with non-original and exclusive elements of the student[1].
- Have communication devices (such as mobile phones, smart watches, etc.) accessible during theory assessment tests - individual practices (exams).

[1] Artificial Intelligence is considered a third party

BASIC REFERENCES

Russi, L. F. S., & Berrio, S. P. R. (2020). Evolución del marketing experiencial: una aproximación teórica a su definición-Revisión Sistemática de Literatura. *Entramado*, 16(1), 94-107.

Vicuña Ancín, J. M. S. (2021). *El plan de marketing digital en la práctica*. Esic editorial.

Nekmahmud, M., & Fekete-Farkas, M. (2020). Why not green marketing? Determinates of consumers' intention to green purchase decision in a new developing nation. *Sustainability*, 12(19), 7880.