

## Tourism Marketing

This module provides the students with advanced knowledge of marketing within the tourism industry. Students learn about consumer behavior and marketing strategies in the tourism industry. Furthermore, this module provides a detailed analysis of the promotional aspect of marketing in the tourism industry. Some of the main topics of the module are: Understanding the special characteristics of hospitality and tourism sector marketing, The Role of Marketing in Strategic Planning, Tourism marketing strategies, Marketing Information Systems and Marketing Research, Market Segmentation, Targeting, and Positioning; tourism marketing mix.

### Module code

MARK 453

### Semester

3<sup>rd</sup> Semester

### Credits

5 ECTS

### Language

English

### Duration

55 Hours / 3 Weeks

### Study Program

For BA Study Programs – Tourism and Hospitality Management

### Module Lecturers

- Gratiela Boca
- Macit Koc
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