

Sample Course Description

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Faculty: Economy

Study program: Bachelor in Tourism

Course Title: Tourism Marketing

Course Credits: 9

Language of Instruction: Albanian/English

Course Description: This course will introduce students to marketing concepts applied in the tourism sector. The course aims to analyze the main commercial concepts of demand and consumer behavior in tourism. The difference between tourism and other services will be in focus of this course, too. Likewise, a special focus will be on market segmentation in tourism and the implementation of the four elements of marketing mix in the tourism sector. Also, students will explore integrated communication theories and application tourism destination campaigns. The relationship between marketing and other functions such as advertising, sales techniques, public relations and digital marketing to maximize profits in a hospitality organization are discussed.

Course Goals:

- Evaluate the marketing function
- Evaluate and exercise key analytical tools in marketing
- Apply key marketing theories
- Explore components of a integrated marketing communication and techniques to evaluate its effectiveness in tourism products
- Understand the importance of advertising in destination marketing campaigns
- Discuss latest trends in digital marketing and how they are used to promote destinations
- Apply marketing campaigns to promote cities and tourism services

Course Requirements: An important goal of teaching is to develop the capacity for independent, analytical thinking and being able to report such thoughts. Students should participate in various class discussions, group projects, oral presentation, assignments, and a final exam. The students need to participate at 75% of the course hours of the seminars.

Grading: The final grade is composed by:

Participation: 10%

Team project: 20%

Final Exam: 70%

Course Schedule: There are 3 hours for the lectures and 3 hours for the seminars per week (the semester is 15 weeks). This course takes place in the first semester of the second academic year.

The Schedule of Activities is subject to change.