



Philadelphia University
Faculty of Administration and Financial Sciences
Department of Tourism and Hotel Management
Semester, 2008/2009

Course Syllabus

Course Title : Hotel and tourism marketing	Course code: 381160
Course Level: first year	Course prerequisite (s) and/or co requisite (s):
Lecture Time:	Credit hours: third year

Academic Staff Specifics

Name	Rank	Office Number and Location	Office Hours	E-mail Address

Course module description:

This course is designed to explain factors affecting demand on Hotel and Tourism services. It includes identifying the marketing mix suitable to increase demand on hotels and Tourism services, determining the means of advertising and promotion, planning and budgeting advertising campaigns, defining target markets and studying competition

Course module objectives:

1. Identify the importance of tourism marketing and its effect on local economy
2. identify the different types of service and products included in tourism industry and characteristics of tourism product
3. providing students and make him familiars with characters of the characters of the tourist and marketing mix in tourism industry
4. Providing student with different knowledge concerning marketing research and for the tool of promotional techniques.

Course/ module components

- Books (title , author (s), publisher, year of publication)
Marketing for hospitality and tourism by Philip cotler
- Support material (s) (vs., aces, etc).
- Study guide (s) (if applicable)
- Homework and laboratory guide (s) if (applicable).

Teaching methods:

Lectures, discussion groups, tutorials, problem solving, debates, etc.

Learning outcomes:

- Knowledge and understanding
 1. To understand the basics and principles of marketing mix in tourism industry and hotels.
 2. to understand how to work out the problem solving technique
 3. to know the importance of tourism marketing and tourism development
 4. to understand the type of tourism products and services
- Cognitive skills (thinking and analysis).
 1. Skills of the future importance of tourism and marketing field
 2. analyzing the component of marketing mix advance
 3. skills of thinking and thought for some case studies

Communication skills (personal and academic).

1. **Writing reports for one or more for a specific theme in tourism marketing**
2. **studding a marketing case**
3. **communicate with different types of wep - sites**

- **practical and subject specific skills (Transferable Skills)**

1. **Arrange and study the ideas and thoughts concerning marketing mix**
2. **comparative case studies and its relation for each other**
3. **implementing different techniques and cases practically**
4. **analyzing the strength weakness opportunities threat**

Assessment instruments

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination: 50 marks

<u>Allocation of Marks</u>	
Assessment Instruments	Mark
First examination	15
Second examination	15
Final examination: 50 marks	50
Reports, research projects, Quizzes, Home works, Projects	20
Total	100

Documentation and academic honesty

- Documentation style (with illustrative examples)

- Protection by copyright
- Avoiding plagiarism.

Course/module academic calendar

week	Basic and support material to be covered	Homework/reports and their due dates
(1)	What is tourism marketing	
(2)	The concept of service and importance	
(3)	Tourism product	
(4)	Pricing policy for tourism services	
(5)	Tourism promotion	
(6)	Tourism advertising	
First examination		
(7)	Sales promotion	
(8)	Personal – soling	
(9)	Tourism distribution	
(10)	The importance of physical environmental and surrounding	
(11)	Classification and division of marketing product	
(12)	Consumer- behaviors and frequency of visit	
Second examination		
(13)	Marketing research	
(14)	Direct marketing	
(15)	Moral and ethics consideration in tourism marketing	
Specimen examination (Optional)		
(16)	General review	
Final Examination		

Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

Module references**Books**

Code	Course Name	Author	Title	Edition	Publisher	ISBN	Language
0381160	التسويق السياحي والفندقي	د. اسعد ابو رمان د. ابي سعيد الديوه	التسويق السياحي والفندقي المفاهيم والاسس العلمية	الأولى	الحامد	2000/5/628	1
		د. خالد مقابلة	الترويج الفندقي الحديث	الأولى	دار وائل	9957-11-055-1	1
		Powers	Marketing Hospitality	Second	Wiley	0-471-12703-5	2
		Kotler, Bowen, Makens	Marketing for Hospitality & Tourism	Second	Prentice Hall	0-13-01103-1-0	2

Journals

- Journal of Academy marketing science
- Journal of consumer research

Websites

[www. Aemri.org](http://www.Aemri.org)