



Philadelphia University
Faculty of Administrative and financial sciences
Department of --Marketing
2014-2015

Course Syllabus

Course Title: Tourism Marketing	Course code: 0350366
Course Level: 3	Course prerequisite:
Lecture Time:	Credit hours: 3

Academic Staff Specifics

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

Course module description:

Division Compulsory Requirements.

Course module objectives:

To Provide Student With A Board base To Hospitality Marketing and its importance in Jordanian GNP.

Course/ module components

- 1- Marketing for Hospitality and Tourism , mohamd obaidat, 2005

- **Support material (s) (vcs, acs, 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

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- Cognitive skills (thinking and analysis).

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- Communication skills (personal and academic).

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- Practical and subject specific skills (Transferable Skills).

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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	20
Second examination	20
Final examination: 50 marks	50
Reports, research projects, Quizzes, Home works, Projects	10
Total	100

Documentation and academic honesty

- Documentation style (with illustrative examples)
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- Protection by copyright
- Avoiding plagiarism.

Course/module academic calendar

week	Basic and support material to be covered	Homework/reports and their due dates
(1)	Introduction: marketing for hospitality and tourism .	
(2)	Service characteristics of hospitality and tourism marketing.	
(3)	the role of MKG in strategic planning.	
(4)	The marketing environment.	
(5)	Marketing information system and MKG Research.	
(6) First examination	Consumer market and consumer behavior.	
(7)	Organizational buying behavior of group market.	
(8)	Market segmentation, targeting and positioning.	
(9)	Designing and managing products.	
(10)	Internal marketing.	
(11) Second examination	Building customer loyalty through quality.	
(12)	Pricing.	
(13)	Distribution channels.	
(14) Final Examination	Promoting product.	

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

Journals

Journal of Academy of Marketing Science

المراجع الالكترونية:

www.adassoc.org.uk