Teaching Guide 2015/2016

Knowledge and Management of Customer and Markets

Master’s in Innovation and Tourism Marketing

On campus method
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**Knowledge and Management of Customer and Markets**

Module: Marketing Management and Branding in Tourism

Subject 1: Knowledge and Management of Customer and Markets.

Nature: Compulsory

Number of ECTS: 6 ECTs

Time unit: 2\textsuperscript{nd} Semester (25\textsuperscript{th} April – 27\textsuperscript{th} May)

Teacher of the subject: PhD. Liudmila Ostrovskaya

Email: lostrovskaya@ucam.edu

Schedule of attention: Thursday from 9.30h-13.30h

Module, subject or course Teacher/Coordinator: Miguel A. Beltrán Bueno

**Brief subject description**

To understand the reasons why a destination is chosen is necessary a deep understanding of the management of customers and markets. As well, it is especially important to study and understanding of the "motivations" and "perceptions" of tourists. Both factors serve marketers for developing tourist profiles, and consequently, help them with the design and development of marketing strategies to face a competitive global market.

**Previous requirements**

NOT NECESSARY.

**Objectives of the subject**

1. Knowing the importance “DESTINATION IMAGE” for the design of marketing strategies.
2. Understanding tourists’ consumer behaviour, focusing on their motivations and perceptions.

**Competences and leaning results**

**General Competences**

- **G1**: To know how to implement the acquired knowledge and have the resolution capacity of those problems related to innovation and marketing within the touristic field.
- **G2**: To be able to draw up reflections about the ethical and social possibilities that take part in within the touristic field by integrating knowledge and information.
- **G3**: To acquire abilities by means of the teaching-learning process that allows them to go on with self-training within to innovation and marketing.
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- **G4**: To acquire and consolidate the initiative and the entrepreneurial spirit to start projects related to innovation and marketing within the touristic field.
- **G5**: To be able to look for and organize information from different sources and interpret the results obtained in order to elaborate reports.

Specific Competences

- **CEM2**: To know the paradigms, concepts and tools of innovation for marketing in touristic organizations.
- **CEM8**: To know how to apply the different management tools in the touristic business, paying special attention to the partnership and other collaborative systems, ICTs and measurements with indicators.
- **CEM9**: To know the new digital trends in the touristic management and business models, particularly those related to geomarketing, smart cities, internet of things and distribution and customization of touristic products online.
- **CEM10**: To know the concepts of a culture, attitudes and behaviors directed to innovation and marketing in the touristic field.
- **CEM11**: To know how to apply searching tools, such as big data and digital sources to store and manage touristic information.
- **CEM12**: To know the current technologies liable to be applied to mobile devices in the near future in the touristic sector.
- **CEM16**: To be able to identify touristic profiles and develop strategies of product positioning for destinations and touristic business.
- **CEM18**: To understand and have a good command of marketing strategies based on innovation in the touristic field.
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Methodology

<table>
<thead>
<tr>
<th>Methodology</th>
<th>Hours</th>
<th>Hours of face to face work</th>
<th>Hours of non face to face work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theoretical exposition</td>
<td>27</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discussion groups, Seminars</td>
<td>9</td>
<td>45 hours (30 %)</td>
<td></td>
</tr>
<tr>
<td>Assessment</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal study</td>
<td>47,25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Task preparation and exposition</td>
<td>31,5</td>
<td></td>
<td>105 hours (60 %)</td>
</tr>
<tr>
<td>Scientific Article analysis y Bibliographic search</td>
<td>26,25</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>150</strong></td>
<td><strong>45</strong></td>
<td><strong>105</strong></td>
</tr>
</tbody>
</table>

Syllabus

**Program of theoretical training**

UNIT 1. DO WE KNOW OUR CLIENTS?

UNIT 2.- STRATEGIES AND HOW TO GET TOURIST'S PROFILES.

UNIT 3.- MARKETING STRATEGIES OF TOURISM DESTINATIONS.

UNIT 4.- EXPERIMENTAL TOURISM.

**Program of practice training**

CASE STUDIES AND VISITS
Relation to other disciplines of the study program

This subject relates to the rest of the compulsory subjects of the curriculum.

Assessment system

February/June Call:

- **Practice part**: 70% of total grade
- **INDIVIDUAL HOMEWORK**
- **Attendance and participation**: 30% of total grade
- **GROUP PRESENTATION (20%)**
- **ATTENDANCE AND PARTICIPATION (10%)**

September Call:

100% INDIVIDUAL WORK

Bibliography and reference sources

**Basic bibliography**


**Complementary bibliography**


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Webs related
- www.marketingdirecto.com
- www.fecemd.org
- www.dircom.org
- www.aui.es
- www.acrwebsite.org
- www.ama.org
- www.afe.es
- www.aimc.es
- www.agep.es
- www.agemdi.org
- www.aedemo.es
- www.aece.org
- www.aepam.es
- www.anunciantes.com
- www.adecect.com
- www.ams-web.org
- www.agenciasdemedios.com
- www.aap.es
- www.interbrand.com/
- www.aemark.es
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Study recommendations

Both the Case Study and the Group Presentation will be uploaded by the lecturer at the Tasks folder in Virtual Campus with the description and instructions needed to accomplish including submission deadline.

Students will use the same Task folder at Virtual Campus to upload their answers in order to pass the subject. Remember that NO WORK submitted by other methods will be accepted and evaluated.

The answers or student’s work uploaded behind the submission deadline will have a penalty of 10%. (No work will be accepted after 15 days from submission deadline).

Instructional materials

Not necessary.