Teaching Guide 2017/2018

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

Knowledge and management of customer and markets
Module: Marketing management and branding in tourism.
Subject: Knowledge and management of customer and markets.
Nature: On campus
Mode: Mandatory
Number of academic credits: 6 ECTS.
Time unit: 2nd Term.
Lecturers: Pilar Barra Hernández PhD. and Mayo de Juan PhD.
Email: mpbarra@ucam.edu, mayo@ua.es
Module Coordinator: Miguel A. Beltrán Bueno, PhD.

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.
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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.
- **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 on line.
- **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>
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<tr>
<td>Theoretical exposition</td>
<td>27</td>
<td></td>
<td></td>
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<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>
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<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>TOTAL</td>
<td>150</td>
<td>45</td>
<td>105</td>
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Syllabus

Program of theoretical training

UNIT 1. Do we know our clients?

UNIT 2. Strategies and how to get tourist's profiles.


UNIT 4. Experimental tourism.

Program of practice training

Case studies and visits
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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:
- **Individual work**: 70% of total grade
- **Group presentation / Attendance and participation**: 30% of total grade

September Call:
- **Individual work**: 70% of total grade.
- **Group presentation / Attendance and participation**: 30% of total grade.

Bibliography and reference sources

Basic bibliography


Complementary bibliography


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Webs related

- www.marketingdirecto.com
- www.fecemd.org
- www.dircom.org
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- www.aui.es
- www.acrwebsite.org
- www.amasec.org
- www.afe.es
- www.aimc.es
- www.agep.es
- www.agemdi.org
- www.aedemo.es
- www.aece.org
- www.aeap.es
- www.anunciantes.com
- www.aedec.com
- www.ams-web.org
- www.agenciasdemedios.com
- www.aap.es
- www.interbrand.com/
- www.aemark.es

**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.
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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.