



T-104  
2022

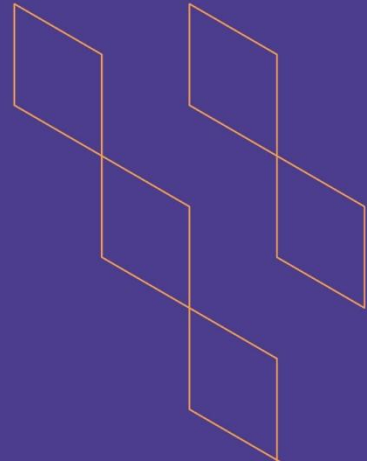
# Course Specification





T-104  
2022

## Course Specification



Course Title: <i>Principles of Marketing for Travel and Tourism</i>
Course Code: <i>TTD 0103</i>
Program: <i>Travel &amp; Tourism</i>
Department: <i>Management and Finance Unit</i>
College: <i>Applied College</i>
Institution: <i>Imam Muhammad Bin Saud Islamic University</i>
Version: <i>1st version</i>
Last Revision Date: <i>00/00/2024</i>



## Table of Contents:

Content	Page
A. General Information about the course	3
1. Teaching mode(mark all that apply)	3
2. Contact Hours (based on the academic semester)	3
B. Course Learning Outcomes (CLOs), Teaching Strategies and <b>Assessment Methods</b>	5
C. Course Content	8
D. Student Assessment Activities	8
E. Learning Resources and Facilities	9
1.References and Learning Resources	9
2. Required Facilities and Equipment	9
F. Assessment of Course Qualit	9
G. Specification Approval Data	10

## A. General information about the course:

Course Identification	
1. Credit hours:	4
2. Course type	
a.	University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Track <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	2nd level, 1st year
4. Course general Description	
<p>Many roles within the travel and tourism industry require some understanding of the functions and activities of marketing departments, mainly how marketing affects sales, customer service and choices of products and services offered. The module sets out the role of marketing activities and meeting customers, the impact that marketing activities have on the success of different travel and tourism organisations, conducts market research and evaluates the impact of digital marketing on travel and tourism products and services.</p>	
5. Pre-requirements for this course (if any):	
TTD 101	
6. Co- requirements for this course (if any):	
7. Course Main Objective(s)	
<p>This course provides the students with an introduction to marketing, providing knowledge that will be valuable to a range of industry roles and allow students to decide if they wish to progress to specialise in marketing.</p> <p>Students will learn how market research techniques are used in the industry and how these can best be utilised to benefit an organisation and investigate the important use of internet marketing. In addition, students need to consider the impact of the internet on the industry and the benefits it offers customers and travel marketers. The students will acquire the necessary knowledge regarding the function and practices of marketing activities, role of marketing in different travel and tourism organisations as well as the range of marketing research principles and methods including the benefits and limitations of using digital marketing.</p>	



### 1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom		
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> <li>Traditional classroom</li> <li>E-learning</li> </ul>	50	100%
4.	Distance learning		



## 2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	50
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	0
5.	Others (specify)	
	Total	50



## B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Explain the function and practices of marketing activities.		Delivering Lectures  Solve problems in groups during tutorial	An examination based on research that evaluates the interrelationships of marketing and customer service activities to influence customer decisions and meet customer needs.  Key areas of examination include: ●Interrelationships between marketing and customer service in travel and tourism organisations. ●Influencing customer decisions and meeting needs
1.2	Interpret the principles of market segmentation.		Delivering Lectures  Solve problems in groups during tutorial	
1.3	Describe the components of the marketing mix used by travel and tour operators.		Delivering Lectures  Solve problems in groups during tutorial	
1.4	Evaluate the potential impacts of the marketing mix and customer service.		Delivering Lectures  Solve problems in groups during tutorial	
2.0	Skills			
2.1	Describe the role of marketing in different travel and tourism organisations.		Delivering Lectures  Solve problems in groups during tutorial	An examination based on research that evaluates the interrelationships of marketing and customer service activities to influence customer decisions and meet customer needs.  Key areas of examination include: ●The marketing mix used by travel and tourism organisations. ●The role of marketing in different travel and tourism organisations. ●How marketing contributes to the success of travel and tourism organisations.
2.2	Evaluate how marketing contributes to the success of travel and tourism organisations.		Delivering Lectures  Solve problems in groups during tutorial	
2.3	Identify the range of activities that underpin a successful marketing campaign.		Delivering Lectures  Solve problems in groups during tutorial	
2.4	Evaluate the range of marketing research principles and methods.		Delivering Lectures  Solve problems in groups during tutorial	



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
2.5	Explain the importance of market research to understand customer behaviour.		Delivering Lectures  Solve problems in groups during tutorial	●Influences on marketing activity.
2.6	Identify the benefits and limitations of different market research methods.		Delivering Lectures  Solve problems in groups during tutorial	
2.7	Describe methods of monitoring customer behaviour and collecting consumer feedback.		Delivering Lectures  Solve problems in groups during tutorial	
2.8	Use market research data to inform travel and tourism products and services.		Delivering Lectures  Solve problems in groups during tutorial	
2.9	Use market research data to inform travel and tourism products and services.		Delivering Lectures  Solve problems in groups during tutorial	
3.0	Values, autonomy, and responsibility			
3.1	Interpret and explain the benefits and limitations of using digital marketing, including social media, push advertisements, and other digital methods. platforms for marketing.		Delivering Lectures  Solve problems in groups during tutorial	A promotional campaign for a new product or service for a travel and tourism organisation or destination, based on applying market research data, including producing promotional material or activity.
3.2	Explain how digital online marketing communications differ from traditional marketing techniques.		Delivering Lectures  Solve problems in groups during tutorial	This will be accompanied by an exam highlighting the extent to which the campaign objectives





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
3.3	Describe the positive and negative impact on organisations of customers sharing their reviews on social media.		Delivering Lectures Solve problems in groups during tutorial	<p>can be achieved, considering factors and potential impact of digital marketing .</p> <p>Key areas of the exam include:</p> <ul style="list-style-type: none"> <li>● Collecting market research data.</li> <li>● Analysing market research data.</li> <li>● Using research results to help identify a new product or service.</li> <li>● Designing a promotional campaign to meet stated objectives.</li> <li>● Producing promotional materials and activities.</li> </ul> <p>Final examination.</p>
3.4	Explain how social-media data is used by organisations to shape marketing campaigns.		Delivering Lectures Solve problems in groups during tutorial	
3.5	Describe the steps of producing a marketing plan.		Delivering Lectures Solve problems in groups during tutorial	
3.6	Assess the criteria for creating a marketing campaign for a product or service.		Delivering Lectures Solve problems in groups during tutorial	
3.7	Explain how components of the marketing mix influence a marketing campaign.		Delivering Lectures Solve problems in groups during tutorial	
3.8	Design and produce a marketing campaign to meet the stated objectives.		Delivering Lectures Solve problems in groups during tutorial	
3.9	Describe the marketing strategy for the product or service.		Delivering Lectures Solve problems in groups during tutorial	
3.10	Describe the strengths and weaknesses of types of promotional media.		Delivering Lectures Solve problems in groups during tutorial	







### C. Course Content

No	List of Topics	Contact Hours
1.		
2.		
---		
Total		

### D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Presentation	During the course	30%
2.	Group project	9 <sup>th</sup> week	30%
3.	Examination	Final Exam week	40%

\* Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)



## E. Learning Resources and Facilities

### 1. References and Learning Resources

Essential References	<ul style="list-style-type: none"> <li>Evangelos Christou (2016) Social Media in Travel, Tourism and Hospitality: Theory, Practice and Cases, Routledge.</li> <li></li> </ul>
Supportive References	<ul style="list-style-type: none"> <li>Bonita Kolb (2017) Tourism Marketing for Cities and Towns: Using Social Media and Branding to Attract Tourists, Routledge.</li> <li>Alastair M. Morrison (2022) Tourism Marketing: in the Age of the Consumer, Routledge.</li> </ul>
Electronic Materials	N/A
Other Learning Materials	N/A

### 2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	One classroom: fits up to 35 students with white board.
Technology equipment (projector, smart board, software)	A laptop computer connected to a projector to display PowerPoint presentations
Other equipment (depending on the nature of the specialty)	N/A



## F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	The course instructor or teaching team	Student Feedback and Teaching Portfolio
Effectiveness of students assessment	The course instructor, teaching assistants, or an assessment committee	Rubric Analysis
Quality of learning resources	the course instructor, instructional designer, or curriculum development team	Student Satisfaction and External Review
The extent to which CLOs have been achieved	The course instructor	Direct and indirect



Assessment Areas/Issues	Assessor	Assessment Methods
Other	N/A	N/A

**Assessor** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods**(Direct, Indirect)

## G. Specification Approval Data

COUNCIL /COMMITTEE	DEPARTMENT COUNCIL
REFERENCE NO.	TTD 0104
DATE	00/00/2024

