BA in New Tourisms (L-15)
a.y. 2023-2024
Tourism Marketing

General information	
Year of the course	1st year
Academic calendar (starting and ending date)	1st semester (Sept 25 – Dec 13 2023)
Credits (CFU/ETCS):	9
SSD	SECS-P/08
Language	Italian
Mode of attendance	Not mandatory but strongly suggested

Professor/ Lecturer	
Name and Surname	Luca Petruzzellis
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Telephone	08085442356
Department and address	Department of Physics, via Orabona 4
Virtual room	
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Mondays 11.00-14.00 By email it would be possible to arrange another time and date

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
225	42	21	162
CFU/ETCS			
9	6	3	

Learning Objectives	The course aims to provide the basic concepts of marketing, that is the tools by which the company defines its presence on the market and conquers customer preferences. At the end of the course the student will have the marketing tools that further develop their problem-solving skills. Active participation in lectures and cases discussions will influence the final grade, therefore "intelligent" participation in the course is encouraged. Through the project work and the in-class interactions students will improve their communication skills so that they can explain and sustain their marketing ideas/opinions, and their judgement abilities by interacting and discussing with other students.
Course prerequisites	There are no formal prerequisites but curiosity towards the discipline of marketing

Teaching strategies	The course uses interactive teaching methods that aim to transfer students marketing knowledge and develop attitudes and skills of listening, strategic thinking, team working, leadership and participation. The theoretical concepts will be complemented by practical evidence, through the study and discussion of case studies and discussions with executives of companies and institutions.
Expected learning outcomes in terms of	At the end of the course students will be able to:
Knowledge and understanding	o Identify marketing strategies and describe their reasoning

on:	○ Identify and analyze marketing challenges ○ Develop creative solutions to challenges ○ Articulate the reasoning to choose different solutions
Applying knowledge and understanding on:	○ Develop a marketing plan for a tourist destination/product and support the chosen strategies ○ Solve marketing problems (e.g., promotion efficacy, return of marketing strategies, market share etc)
Soft skills	• *Making informed judgments and choices* ○ Understand and evaluate the tourism phenomena ○ Identify and evaluate the marketing strategies to apply to tourist destinations • *Communicating knowledge and understanding* Through the project work and the active participation, students will strengthen: ○ their team work skills ○ effective presentations • *Capacities to continue learning* ○ Explain how tourists are at the centre of the marketing strategies.
Syllabus	
Content knowledge	See the course organization at p. 4 of the syllabus
Texts and readings	Kerin R.A., Hartley S.W., Berkowitz E.N., Rudelius W., Marketing, McGraw Hill, 2020
Notes, additional materials	Chapters. 1, 2, 3, 4, 6, 9, 10, 11, 12, 14, 15, 16, 18, 19, 20, 22, 23.
Repository	Handouts and coursepack can be downloaded at https://elearning.uniba.it/ To access Moodle students must use their ESSE3 credentials to log in and the course password will be given at the beginning of the course.

Assessment	
Assessment methods	The exam is composed of: • projectwork (35%): the grade will be weighed according the peer evaluation, which will account for 0.10 on the group grade. • oral exam (65%).
Assessment criteria	During the oral exam, students have to demonstrate their marketing knowledge and competences acquired during the course, which are assessed on the basis of the completeness and richness of the answers following the above mentioned objectives. Higher grades will be given to answers with critical thinking, high quality of communication, use of technical jargon, etc.
Final exam and grading criteria	The final grade is out of 30 points. The exam is passed with a grade higher than 18.
Further information	
	Please turn off or silence mobile phones before class. *Students involved in ongoing conversations, texting and/or answering cell phones during class time will be asked to leave without warning!*

Course schedule*

Session	Date	Contents	Students' tasks[#]
S1	26/9	Course overview & Basic concepts	Read Chap. 1 & 2
	27/9	Strategic & marketing planning	Read Chap. 3 & 4
S2	3/10	Consumer behavior Project work briefs	Read Chap. 6
	4/10	Consumer behavior	Make teams
S3	10/10	Marketing research+ Segmentation	Read Chap. 9 & 10
	11/10	Segmentation	
S4	17/10	Product: New Products	Read Chap. 11
	24/10	Product: PLC	
S5	25/10	Product: Branding	Read Chap. 12
	31/10	Review for the project	
S6	7/11	Price: determination	Read Chap. 14
	8/11	Price: Strategies	Read Chap. 15
S7	14/11	Placement: Distribution channels	Read Chap. 16
	15/11	Placement: Retail	Read Chap. 18
S8	21/11	Communication: Communication process	Read Chap. 19
	22/11	Communication: Advertising	Read Chap. 20
S9	28/11	Communication	Read Chap. 22 & 23
	29/11	Communication: Digital marketing	
S10	5/12	Destination marketing	
	6/12		
	12/12	Projectworks presentation	Hand in Projectwork
	13/12		

* The schedule could be subject to changes that will be communicated immediately.

Project work

A substantial component of this course will be a team-based project that involves a real case. This project will run throughout the whole semester, and will conclude with your presentation of the project.

You will have a chance to apply the material discussed in class to a real world project, thus experiencing what it actually means to work as a marketing manager. By the end of the semester, you will be fully proficient in the "language" of marketing, and will have developed a unique portfolio of marketing skills. The project you develop during this course will also serve as a tremendous asset to reference during your job interviews, to demonstrate analytical, organizational and creative skills, as well as the ability to work in a team.

Groups will be formed on the first day of class. Try to choose your group not on a relational or geographic proximity but on competences and abilities as it would happen in a company. Each group will receive a brief from a company detailing their marketing challenge. Throughout the semester, as the course progresses covering different topics, you and your team will work on building your project. You and your team are expected to work on different components of the project weekly. This project will conclude a presentation that should include the following:

1) *Company and Product Description*, in which you have to describe (a) the company briefly making reference to the industries that it operates in, its products, its market share(s), trends in sales etc. and (b) the product idea/concept highlighting benefits and value for customers. Also state marketing objectives with respect to market share, sales, or profits. Debate whether these goals are realistic, etc…

2) *Market analysis*, in which you have to analyze the environment and above all the consumers. This part will be evaluated based on the breadth and depth of the data collected, as well as the relevance and soundness of the insights derived.

3) *Target market and positioning of the product*, in which you profile the intended target market for the product. Make sure that you use relevant psychographic variables to describe your target market so that one can assess the potential size of the segment. Explain your rationale underlying your target market selection. Explain how you will position the product to the target market: identify the most important product attribute(s) and where you want your product to be perceived by your target market with respect to these attributes.

4) *Marketing Mix Strategy*, in which you will describe your strategy in terms of product (if possible), Price, Distribution, Promotion) and justify the chosen strategies. This part will be evaluated based on its consistency with the marketing strategy, comprehensiveness, creativity and out-of-the-box thinking, and thoroughness of its budgeting and financial aspects.

Everyone in the group needs to participate in the presentation. Each group will have 15 minutes MAXIMUM for presentation. Criteria that I will use to assess the project are:
- Depth and accuracy of analysis,
- Creativity,
- Depth of justification for the analytical, strategic and marketing choices.

Groups are required to provide me with a 3 to 5 page executive summary of the project, including details on the 4 major points of the presentation. Groups should also provide as an attachment to the executive summary all the presentation material such as slides, references, commercial videos etc.

Important:

* Go over the evaluation criteria listed above while you prepare for your project!
* Practice as a group till you get the timing right.
* Do not spend more than 5 minutes to discuss Parts 1 and 2. The bulk of the presentation should be on Parts 3 and 4.
* Try to make the presentation to the point.

Peer Evaluation: Each group member will complete a peer evaluation form at the end of the semester. Team members receiving low scores from their team mates will be penalized accordingly, so their project grade will be reduced proportionally to the scores they receive.

Peer Evaluation

Istruzioni:
La peer evaluation serve a premiare i componenti del team che lavorato di più per la loro squadra. La valutazione è **strettamente confidenziale**. Bisogna essere onesti nella valutazione e dare credito a chi se lo è meritato. Seguire le istruzioni riportate di seguito.

* Scrivere il proprio nome e il nome del gruppo nello spazio appropriato.

* Identificare la persona (anche se stessi) che ha contribuito maggiormente al gruppo. A questa persona verranno assegnati 100 punti e poi andranno assegnati i punteggi a tutti gli altri componenti rispetto a questa persona con un punteggio tra 0 e 100 corrispondente alla percentuale di impegno messo nel progetto.

* A più di un componente può essere assegnato lo stesso punteggio.

* Tutti i componenti devono essere valutati incluso se stessi.

* Nello spazio Commenti è possibile fornire una giustificazione dei risultati.

* Firmare il modulo e consegnarlo direttamente a me.

#1 componente   Punteggio

#2 componente   Punteggio

#3 componente   Punteggio

#4 team member   Punteggio

#5 componente   Punteggio

Commenti (opzionale):

Nome e Cognome: Gruppo: