

Code - Course	062112 – Strategic and Operational Marketing		
Thematic Area	Business	Year	Second
Course Type	Compulsory	Credits	6 cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	90 hours

BRIEF COURSE DESCRIPTION

Marketing is one of the relevant areas within the business management which, together with the other areas: finance, human resources, production (or servuction), management control, etc., constitute the mechanisms that allow an organization to achieve their objectives.

Each of these areas serves a specific purpose and the effects on the final result will depend on the business model of each activity. The basic role of Marketing is that of maintaining the relations between the organization and its market and this requires bi-directional activities: on the one hand, collect data from the market, analyze it and find out the market requirements, evolution, competitors' behavior..., and on the other hand, provide information about our service offers, facilitate access to them, know to what extent expectations are being met...

This subject aims at giving students the key competencies and skills necessary to understand and put into practice this marketing philosophy.

BASIC SKILLS

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.

SPECIFIC SKILLS

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS10- Market tourism products, services, and projects

SS17- Understand and implement quality standards in the processes of tourism service

ACADEMIC CONTENTS

1. Introduction.
2. Analytic Marketing.
3. Strategic Marketing.
4. Operational Marketing.
5. Marketing plan evaluation, control and monitoring.

LEARNING METHODOLOGY

The learning strategies help students develop their ability to search, select and analyze relevant data, and also enable them to identify the threats and take advantage of the opportunities that impact on the competitiveness and effectiveness of the tourism activities.

For this reason a number of explanatory sessions with a theoretical approach are combined with practical activities implementing research tools and techniques, analysis, planning, organization...

Other methods included are:

- Lectures
- Explanatory lessons
- Guided discussions
- Case studies
- Problem-based learning

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Projects delivered by students	40 %	40 %
Individual Written Final Exam	50 %	60 %
Attendance and participation	10 %	---

Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

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