

School of Marketing & International Business

MARK 204 TOURISM MARKETING

Trimester Two 2007

COURSE OUTLINE

Contact Details

Greg Walton, Room 1117, Rutherford House, ext 5529 greg.walton@vuw.ac.nz

Class Times and Room Numbers

Tuesday	15.40 – 16.30pm	RH LT2
Wednesday	15.40 – 17.30pm	RH LT2

Office Hours:

Wednesday 13.00 - 15.40pm

Tutorials begin in the fourth week of the course - the week beginning Monday 30th July 2007 for the remaining 7 weeks. Sign up for tutorials will occur via S-cubed, instructions for which will be provided in class and on the Blackboard site. Tutorials will usually be case study discussions and will be available from Blackboard before your tutorial for advanced preparation. You need to be aware of the difference between tutorial attendance and participation. Your tutor will mark your participation (10% of the paper).

An examination will occur during the examination period 15 October - 11 November 2007. The examination will be 2 hour closed book.

Course Objectives

The paper is an application of fundamental marketing principles to one of New Zealand's most important commercial sectors. This course highlights the application of marketing principles to tourism industry businesses specifically at the small/medium enterprise (SME) level. The course addresses the major business and marketing decisions that tourism managers have to make in their efforts to succeed in their marketing ventures.

After completion of this course, you should be able to:

- Understand marketing principles as they are applied to NZ tourism businesses.
- Understand business and marketing responses (marketing activities) to tourism opportunities.

Course Content

Date	Class Topic	Assigned Reading Textbook Chapters
Week 1		
	No Tutorials	
10 Jul	Course Introduction, Outline and Timetable	None
11 Jul	Introducing Travel and Tourism	Chap. 1
11 Jul	Introducing Marketing: the Systematic Thought Process	Chap. 2
Week 2		
	No Tutorials	
17 Jul	The special characteristics of Travel & Tourism Marketing	Chap.3
18 Jul	The Dynamic Business Environment (1)	Chap.4
18 Jul	The Dynamic Business Environment (2)	Chap.5
Week 3		
	No Tutorials, Tutorials start NEXT WEEK.	
24 Jul	The Marketing Mix for Tourism Services	Chap.6
25 Jul	Market Segmentation for Travel and Tourism Markets	Chap.7
25 Jul	Guest Speaker TBA	(1 st assignment)
Week 4		
	Tutorial No 1: Case study local Wellington SME	
31 Jul	Product Formulation in Tourism	Chap.8
1 Aug	The Role of Price in the Marketing Mix	Chap.9
1 Aug	Information and Communications Technology	Chap.10
Week 5		
	Tutorial No 2: Case study local Wellington SME	
7 Aug	INTERNAL TEST (IN CLASS – DURATION: 40 MINUTES)	
8 Aug	Advertising and Public Relations	Chap.15
8 Aug	Sales Promotion, Merchandising, Personal Selling	Chap.16
Week 6		
	Tutorial No 3: Feedback and discussion of internal test	
14 Aug	Brochures, other print and electronic information	Chap.17
15 Aug	Distribution Channels in Travel and Tourism	Chap.18
15 Aug	Workshop, Internet Travel booking vs. Travel Agent, (case study) (1 st assignment due 15 Aug)	Workshop
NO LECTURES DURING MID-TRIMESTER BREAK		
[20th August to 2nd September]		
Week 7		
	Tutorial No 4: Feedback and discussion of first assignment	
4 Sept	Direct Marketing	Chap.19
5 Sept	Workshop - Direct Marketing	Workshop
5 Sept	Marketing Research	Chap.11

Week 8

Tutorial No 5: Case study local Wellington SME

11 Sept	Guest Speaker, TBA	(2 nd assignment topic)
12 Sept	Workshop - Pricing, 'Seal Coast Safari Tours Ltd'	Workshop
12 Sept	Planning Marketing Strategy	Chap.12

Week 9

No Tutorials this week

18 Sept	Planning Marketing Tactics	Chap.13
19 Sept	Planning Marketing Campaigns: budgeting and performance	Chap.14
19 Sept	Workshop - Planning Marketing Strategy and Tactics	Workshop

Week 10

Tutorial No 6: Revision chapters 12 & 13, marketing planning

25 Sept	Marketing Visitor Attractions	Chap.21
26 Sept	Marketing Passenger Transport	Chap.22
26 Sept	Workshop - Product Levels (revision) (2 nd assignment due 26 Sept)	Workshop

Week 11

Tutorial No 7: General review of course, preparation for the examination

2 Oct	Marketing Accommodation	Chap.23
3 Oct	Marketing Inclusive Tours & Packages	Chap.24
3 Oct	Marketing Countries as Tourism Destinations	Chap.20

Week 12

9 Oct	Guest speaker - Destination Marketing (tba)
10 Oct	Current or topical issues in tourism marketing
10 Oct	Course Overview and Review, Course Evaluation and Examination tips.

Expected Workload

This is a 22pt paper and you are expected to study 15 hours per week including attending lectures and tutorials.

Readings

The required text is '**Marketing in Travel and Tourism**' by Victor Middleton. 3rd Edition 2001 (Butterworth-Heinemann). Available from Victoria Book Centre. Price, approximately \$93. Second-hand copies may be available. This text will be heavily used.

Assessment

An internal test worth 20% will be held on **Tuesday 7th August**. It will be a 40 minute test of your understanding of fundamental principles and terminology of marketing and tourism marketing. It will take place during the normal lecture session.

Two Case Study Assignments to be handed in to me at the end of the lecture. **Assignment 1 is due Wednesday 15 August. Assignment 2 is due Wednesday 26 Sept.** Assignments are worth 20% each. Your tutor will mark your work. **(Strictly 2000 words for each assignment or your assignment will be penalised 10% for each 100 words over the limit).**

Mark allocations are as follows:

Tutorial participation (Attend 6 out of 7 Tutorials)	10%
In-Class Test: Tuesday 7th August	20%
2 case study assignments as discussed in tutorials	2 x 20%
Final Examination	30%
TOTAL	100%

Penalties

In fairness to all students and to me, late submissions attract a 10% penalty per day unless permission has been granted. However, I am not an unreasonable person and always receptive to mitigating circumstances such as your death. Assignments that are 10% or more over the word limit also attract a 10% penalty.

Mandatory Course Requirements

To obtain a pass grade in MARK 204, you must obtain a minimum of 40% in the examination and 50% overall. You must sit the internal test. You must also attend and participate in 6 of the 7 tutorials.

Communication of Additional Information

Additional resources may be provided on the MARK204 Blackboard site.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Notice of Turnitin Use

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. At the discretion of the Head of School, handwritten work may be copy typed by the School and subject to checking by Turnitin. You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a

copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.