

School of Marketing and International Business

MARK 214 TOURISM MARKETING

Trimester 2, 2015

COURSE OUTLINE

Names and Contact Details

Lecturer/Course Coordinator:	Dr. Jayne Krisjanous
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Office hours:	Fridays 11.00am- 12.00pm or by appointment.
Course Administrator:	Mary Alexander
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Office Hours:	Monday to Friday 9.00am – 4.00pm

Guest speakers may also contribute to this course. This information will be communicated to the class throughout the trimester.

Trimester Dates

Teaching Period: Monday 13th July – Friday 16th October

Study Period: Monday 19th October – Thursday 22nd October

Examination Period: Friday 23rd October – Saturday 14th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 24th July 2015.
2. The standard last date for withdrawal from this course is Friday 25th September 2015. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an 'Application for Associate Dean's Permission to Withdraw Late' form including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks or [online](#).

Class Times and Room Numbers

Friday 3.40pm - 5.30pm Rutherford House RH LT2

If you are unable to attend a lecture, please make arrangements with another student in the class, to review the notes. You should also refer to the blackboard site for a general outline of material covered.

Tutorial Registration

Tutorials begin in Week 3, commencing 27th July, 2015. Sign-up will be through My Allocator: <https://student-sa.victoria.ac.nz/>. MARK 214 will be available in My Allocator until 22nd July.

Course Delivery

Course learning objectives will be met through attendance at lectures, presentations by guest speakers and students, course readings, and the preparation of work for course assessment, both individually and in groups.

Group Work

The MARK 214 assignment is undertaken through group work. You are expected to attend all group meetings arranged by the group and meet group and individual obligations in a timely manner so that the group meets the project criteria and requirements. It is important that you establish ways of working with and contacting each other as quickly as possible.

Expected Workload

MARK 214 is a 15-point course. In keeping with this, students should plan to allocate roughly 10 hours of study per week, over the 15-week trimester for MARK 214. This time includes time preparing for and attending lectures and tutorials, preparing assignments and studying for the final examination. It is vital that you come to all course lectures and tutorials prepared. This will enable you to achieve the objectives for the course on an individual level and also help promote an effective learning environment for the course group as a whole. While lecture notes will be available on the course website, these cannot be used as a substitute for coming to lectures or tutorials and provide a framework of the lecture only.

Prescription

This course examines specific approaches to planning, controlling and organising marketing for the tourism industry. It presents the major decisions that marketers have to make in tourism ventures and focuses upon two areas: marketing research and marketing planning in the context of tourism organisations. Specific guidelines are presented for both these activities.

Course Learning Objectives

By the end of this course, students should be able to achieve the following objectives:

1	Explain the concept of tourism marketing and its role within the experience economy
2	Describe how the fundamentals of buyer behaviour are integral to tourism marketing
3	Evaluate how research contributes to the formulation of tourism marketing decisions
4	Appraise the social, ethical and economic aspects of tourism both within New Zealand and globally, including issues around sustainability in tourism
5	Plan and execute a relevant tourism marketing strategy

Course Content

Week	Lecture	Tutorials & Assessment Dates	Chapter
Week 1 13 Jul	Course introduction What is tourism and tourism marketing?		1
Week 2 20 Jul	Tourism and the marketing framework Tourist markets Brief for Group Project discussed in class		2 & 3
Week 3 27 Jul	Research in tourism marketing The tourism marketing services mix	Tutorial 1	4 & 5
		Group formation and project ideas (compulsory)	
Week 4 3 Aug	Guest speaker: TBA The product in tourism		6
Week 5 10 Aug	Test Marketing communications and promotion	In-class Test Friday 14 August 3.40pm-4.40pm	8 & 9
Week 6 17 Aug	Marketing communications and promotion (cont.)	Tutorial 2	8 & 9
		Project topic presentation (compulsory)	
<i>Mid Trimester Break, 24 August – 6 September</i>			
Week 7 7 Sept	Social media and tourism marketing Price and pricing in tourism	Tutorial 3	7
		Project development (compulsory)	
Week 8 14 Sept	Customer relationship management Distribution		10 & 11
Week 9 21 Sept	Destination and events marketing The special interest tourist	Tutorial 4	12
		Group project consultation	
Week 10 28 Sept	Marketing pro-social tourist behaviour Marketing of Dark Tourism	Group Project due Friday 2nd October at 3.00pm	
Week 11 5 Oct	Health, wellness and spiritual tourism marketing Catch-up	Tutorial 5	
		Project presentations (compulsory)	
Week 12 12 Oct	Course review Exam preparation		

Note: There may be a need to revise some of these dates, depending on availability of guest speakers

Readings

The prescribed text for the course is:

Tourism marketing: An Asia-Pacific perspective

Authors: Hsu, C *et al*

Publishers: Wiley, Australia (2008).

It is expected that reading of relevant chapters of the text, as on the course outline, will be done prior to commencement of the week's lectures for which the reading relates.

Additional materials such as case studies and readings will be made available to course participants during the course. Copies of the course text have been deposited in the Commerce Library; however, you are strongly advised to purchase the course text.

Materials and Equipment

No additional materials or equipment are necessary for this class or the final examination.

Assessment

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

Assessment component	Date Due	Weighting
Final Examination - Closed book, 2 hour exam	Date of the exam to be announced Students must be available during the entire examination period.	50%
In-class Test (60 minutes duration)	Week 5: In-class Test Friday 14 August 3.40pm - 4.40pm	25%
Group Project (5,000 word limit)	Week 10: Group Project due Friday 2 October at 3.00pm	15% <i>(shared mark)</i>
Final Group Project Presentation	Week 11 Tutorial 5 (individually assessed)	10%
Total		100%

Penalties: Written Project

Late assignments: Assignments received after the deadline (including electronic submissions) will have **10% deducted from the available grade, per day**. For example, an assignment that is one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%), two days late 20% (i.e. a 78% becomes 58%), etc. In addition, files that cannot be opened will be deemed late and incur penalties.

Word Count: Failure to adhere to the word count limit will incur a penalty of **5% for each 500 words** over the limit.

Referencing: Proper and accurate APA referencing is required in these assignments.

Failure to meet group obligations

If a complaint is made by members of a project group because they feel a group member has not met group deadlines or commitments in a reasonable manner, the Course Coordinator will suggest ways in which the issue can be successfully resolved in a timely manner. If this is not successful and there is obvious evidence that a group member has failed to meet obligations, an individual penalty may be imposed by the Course Coordinator, following investigation of the matter.

Group Project information

The group project is a major focus of the course and as such teamwork is encouraged. The project involves you working with your group to develop a new tourism venture. You will need to discuss in your group what this concept will be. The written project will consist of a situational analysis and marketing plan for your venture. By the end of Week 3 (Tutorial 1) you are expected to have organised yourselves into groups of four (in some cases five) and submit names and contact details of your group members to your tutor. The Week 3 tutorial is set aside for you to do this. Group details will be placed on the Blackboard site later in the week. If you are not present at the tutorial when time is set aside to form groups, you will need to find an existing group to join upon your own initiative by the end of Week 4 at the latest.

You are expected to attend all group meetings arranged by the group and meet group and individual obligations in a timely manner in order that the group meets the project criteria and requirements. Thus it is important that you establish ways of working with and contacting each other as quickly as possible. Likewise, attendance at group presentations is compulsory, as this is an integral part of the course content and your learning. Exposure to the ideas and presentations of campaigns developed by fellow students on their chosen topics is an invaluable extension to your understanding of the tourism marketing field, both from a theoretical and practitioner perspective.

Handing in and return of Group Project

The group project must be handed into the MARK 214 box on the mezzanine floor of Rutherford House by one member of the group by 3.00pm on the day it is due. Any work received after 3.00pm will be deemed late and incur penalties.

Where possible, the project will be returned to students in class (during lectures or tutorials for example), or by the lecturer/tutor concerned at a pre-arranged time and place. In accordance with University policy all uncollected assignments will be held by the SMIB office (RH 1121) for three months following the end of term, and then disposed of.

Use of Turnitin

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 compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and submitted to Turnitin. A copy of submitted materials will be retained 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.

Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The final examination for this course will be scheduled at some time during the following period:

Friday 23rd October – Saturday 14th November (inclusive)

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50% or better, students must:

1. Attend and present work as outlined in the assessment section and course schedule (written group project and group project presentations, in-class test and examination)
2. Attend all tutorials where attendance is compulsory (1, 2, 3 and 5) **and**
3. Obtain a minimum mark of 40% in each piece of assessment: test, project presentation and written report and final examination.

Any student who is concerned that they have been (or might be) unable to meet any of the MCRs because of exceptional personal circumstances should contact the course coordinator as soon as possible.

If you cannot complete an assignment or sit a test or examination, refer to www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

Communication of Additional Information

Course information and lecture notes will be posted on the Blackboard website <http://blackboard.vuw.ac.nz>. This site will contain regular announcements, assignment information, external links, lecture notes and other resources. Lecture notes available will provide a **framework only** of the main points presented in the lectures. Additional information and/or announcements which may need to be made from time to time will be posted on the MARK 214 Blackboard site, and made in class when possible.

Student feedback

Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to general information

For general information about course-related matters, go to <http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
