LIVERPOOL JOHN MOORES UNIVERSITY

Tourism Marketing

Module Information

2022.01, Approved

Summary Information

Module Code	4012SSLN
Formal Module Title	Tourism Marketing
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	20

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	The aim of the module is to provide students with a grounding in marketing theory.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate knowledge of marketing processes
MLO2	2	Identify key factors in the marketing/business/external environment
MLO3	3	Discuss segmentation, targeting and positioning

Module Content

Outline Syllabus	What the term 'marketing' means and definitions of marketing; the marketing/business/external environment; market research including visitor profiling, visitor satisfaction surveys, market segmentation including categories such as day visitors, short breaks; group travel/trade, overseas visitors, VFR, targeting and positioning; the marketing mix; digital marketing; marketing and social media; conferences, exhibitions and meetings management; international marketing, branding and image.
Module Overview	You will learn to address the basic principles of marketing for the tourism industry. You will gain a grounding in marketing theory through lectures, seminars and workshops.
Additional Information	This module will address the basic principles of marketing as they apply to the tourism industry. Students will be assessed on their ability to apply marketing theory within the wider context of the tourism sector.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	30	0	MLO1, MLO3, MLO2
Essay	Essay	70	0	MLO1, MLO3, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Peter Scott	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings