

## Liverpool John Moores University

Title: Tourism Marketing  
Status: Definitive  
Code: **4012SSLN** (122458)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Peter Scott	Y
Valerie O'Gorman	

**Academic Level:** FHEQ4      **Credit Value:** 20      **Total Delivered Hours:** 40  
**Total Learning Hours:** 200      **Private Study:** 160

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	20
Seminar	20

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report (1000 words)	30	
Essay	AS2	Essay (2500 words)	70	

### Aims

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

### Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge of marketing processes
- 2 Identify key factors in the marketing/business/external environment
- 3 Discuss segmentation, targeting and positioning

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Report	1	3	2
Essay	1	3	2

### **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.*

### **Learning Activities**

Lectures, seminars and workshops

### **Notes**

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.