

## Marketing for Tourism

### Module Information

2022.01, Approved

#### Summary Information

Module Code	4506LBSCC
Formal Module Title	Marketing for Tourism
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

#### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

#### Partner Teaching Institution

Institution Name
Coleg Cambria

#### Learning Methods

Learning Method Type	Hours
Lecture	22
Seminar	22

#### Module Offering(s)

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

## Aims and Outcomes

Aims	The aim of the module is to provide students with the knowledge and understanding of marketing theories and concepts in the context of tourism.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Develop the knowledge of marketing communications techniques within the tourism industry.
MLO2	2	Understand the theories and frameworks of marketing management.
MLO3	3	Demonstrate knowledge of real-world marketing promotions and processes.

## Module Content

Outline Syllabus	Introduction to Marketing Understanding the Marketing Environment in Tourism and Events Marketing as a Business Function The Marketing Mix Product/ Service Marketing Consumer Behaviour Destination Marketing Segmentation, Targeting and Positioning Introduction to Digital Marketing
Module Overview	
Additional Information	

## Assessments

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

## Module Contacts