

MODULE DESCRIPTOR

MODULE TITLE	MARKETING AND ICT FOR VISITOR ECONOMY MANAGERS		
MODULE CODE	TL2008 (L5)	CREDIT VALUE	20 CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module allows students an opportunity to study prevalent marketing themes, issues, and consequences within local, national, and global visitor economies, with a specific focus on the hospitality industry and tourism sector.

The module will critically examine fundamental marketing management theories, principles and practices, including contemporary Information Communication Technology (ICT), with the ultimate aim for the student to become a professional and socially responsible marketing manager.

MODULE CONTENT

The module content will draw upon current thinking and research and will incorporate up-to-date industry trends and examples. However, as an indicative guide, the list below provides for suggested topic areas:

- Marketing Philosophy
- Typological Foundations of Marketing
- Marketing as a Management Activity
- Marketing and the Tourist Experience
- Marketing and Semiotics with Visitor Economies
- Public Relations, Discourse & Power
- Experiential Approaches to Visitor Economy Marketing
- Co-Creation & Information Communication Technology (ICT)
- Marketing Campaigns and the Visitor Economy
- The Tourist Behaviour
- Travel Networks and Marketing Management
- Service Characteristics of Hospitality & Tourism Marketing
- The Dynamic Business Environment for Tourism & Hospitality
- Marketing Principles, Market Analysis & Strategy Formulation: Analytic Frameworks
- Product & Competitive Analyses
- Marketing Mix Strategies
- Communication, Advertising & the Promotional Mix in Tourism & Hospitality
- Merchandising & Sales Promotions
- Quality, Value, Excellence & Marketing
- The Environment, Sustainability and 'De-Marketing'
- Destination Branding & Marketing
- Revenue Management and Pricing
- Product Branding Strategies
- Distribution Channels
- Marketing & Sponsorship
- Consumer Behaviour for Tourism & Hospitality
- Market Segmentation, Targeting and Product Positioning
- Relationship Marketing
- Corporate Social Responsibility & Marketing Ethics
- Market Research
- Marketing & Social Media
- Website Design

- Website Building
- Social Media Design & Building
- E-commerce & ICT (Information Communication Technology)
- E-marketing and Dynamic Packaging
- Mobile Marketing & Apps Design for the Visitor Economy
- Sales and the Art of Selling
- Implementing Marketing & Budgetary Control
- Marketing Across Cultures
- Digital Marketing Landscapes

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:	
1.	Critically examine a range of appropriate marketing theories and concepts and their practical application to local, national, or international visitor economies.
2.	Appraise the effectiveness of marketing strategies, tactics and their implications to the contemporary visitor economy.
3.	Identify and apply a range of contemporary ICT applications to visitor economy marketing.

TEACHING METHODS

- The module will be delivered on-campus.
- The module will be delivered through a non-exclusive combination of lectures, seminars, tutorials, and/or workshops that will be flexible enough to respond to the needs of students, as well as to industry trends and contemporary issues and research.
- Lecturer-led lectures will deliver key areas of the module content and provide for a theoretical underpinning, whilst seminars will consolidate these areas with student-centric analysis and critical discussion.
- Teaching will be research informed and may make use of guest speakers as appropriate.
- Lecture presentations will be available via the UCLan intranet and will direct students towards recommended reading as appropriate.
- An appropriate number of academic tutorials will be incorporated into the scheme of work in order to offer bespoke guidance and support to individual students.
- An appropriate number of ICT workshops in dedicated computer labs will be offered to support the student in relation to the assessment and module learning outcomes.
- A dedicated social media site for this module has been established to allow the student an opportunity to interact and cooperate with peers at a local, national, and international level, as well as to share academic resources.
- The assessment strategy allows for a critical interrogation of theoretical concepts, as well as a practical application of marketing principles, particularly those that focus on ICT and digital marketing landscapes, thus providing the student a real-world employability application of visitor economy marketing.
- The assessment strategy also provide students with an opportunity to construct a contemporary website based on a visitor economy business model and which incorporates key service sector marketing practices and principles.

ASSESSMENT METHODS

This module is assessed through a report (50%) and a coursework-website (50%).