



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche		
ACADEMIC YEAR	2020/2021		
MASTER'S DEGREE (MSC)	ECONOMIC AND FINANCIAL SCIENCES		
SUBJECT	TOURIST MARKETING		
TYPE OF EDUCATIONAL ACTIVITY	B		
AMBIT	50494-Aziendale		
CODE	04869		
SCIENTIFIC SECTOR(S)	SECS-P/08		
HEAD PROFESSOR(S)	AMENTA CARLO	Professore Associato	Univ. di PALERMO
OTHER PROFESSOR(S)			
CREDITS	6		
INDIVIDUAL STUDY (Hrs)	114		
COURSE ACTIVITY (Hrs)	36		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	2		
TERM (SEMESTER)	1° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	AMENTA CARLO Friday 11:00 12:00 Online		

DOCENTE: Prof. CARLO AMENTA

PREREQUISITES	Some very basic knowledge about economics and the role of firms in the economic environment
LEARNING OUTCOMES	<p>Specific knowledge and understanding The student will acquire a specific knowledge of tourism marketing management principles, techniques and tools. She will be capable of successfully dealing with specific marketing management processes in the field and to have a deep knowledge of its main issues</p> <p>The exploitation of acquired knowledge The student will be capable of analysing and solving problems in the marketing management of tourism firms and to critically discuss the main issues in the field.</p> <p>Independent judgement The student will be capable of critically evaluating the process of strategic planning, management and evaluation of marketing activities in the tourism firms combining this acquired knowledge with what she had previously studied in other fields.</p> <p>Communication skills The student will be able to use an adequate technical jargon that can be useful in her interaction with professionals in the field.</p> <p>Learning skills The student will be able to autonomously enhance the acquired knowledge in the field using databases, scientific and professional journals; she will possess the specific knowledge to attend ph.d. and master courses in the field.</p>
ASSESSMENT METHODS	<p>Oral examination. The marks are expressed on a 30/30 scale. The evaluation is based on the specific knowledge of the issues discussed during the course and on the problem solving competence acquired in dealing with the case studies. The result of the oral examination will be considered:</p> <ul style="list-style-type: none">- EXCELLENT (30-30 cum laude) if the student will show excellent knowledge of the topics, excellent property of language, good analytical capacity, and the ability to apply the knowledge to solve the problems submitted;- VERY GOOD (26-29) if the student shows good mastery of the subject, full property of language and the ability to apply the knowledge to solve the problems submitted;- GOOD (24-25) if the student will show to have basic knowledge of the main topics, fairly good property of language, limited ability to independently apply the knowledge for the solution of the problems submitted;- MORE THAN SUFFICIENT (20-23) if the student will show not to have full mastery of the main arguments but a good understanding of the same, satisfactory property of language, lack of ability to independently apply the knowledge acquired;- SUFFICIENT (18-19) where the student will show minimum basic knowledge of the main teaching and technical language issues, minimum ability to apply the knowledge acquired;- INSUFFICIENT if the student does not have an acceptable knowledge of the contents of the topics covered in the teaching
EDUCATIONAL OBJECTIVES	<p>The focus of the course is on principles, techniques and strategic tools of tourism marketing management. The student has to acquire a specific knowledge to address the process of strategic planning and management of marketing activities in tourism firms.</p> <p>Consumer behavior and the relationship between micro marketing and macro marketing in the tourism sector will be specifically addressed during the course.</p>
TEACHING METHODS	Lectures and case studies focus group.
SUGGESTED BIBLIOGRAPHY	Kotler P., Bowen J.T., Makens J.C., Marketing del turismo, Quinta edizione, Pearson-Prentice Hall, 2010

SYLLABUS

Hrs	Frontal teaching
2	Introduction
5	Segmentation, target market and positioning; consumer behaviour
10	Strategic and operational marketing: marketing mix in tourism
6	Tourism marketing and territorial marketing: the relationship between firms and public entities
4	Analysis of tourism demand
5	Marketing plan
4	Competition in tourism sector and the effects on corporate strategies