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| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
| **Tourism Marketing** |  | III | 3+0 | 3 | 4 |
| Prerequisite Courses |  |
| Language of the Course | Turkish |
| Type of Course | Compulsory |
| Course Coordinator |   |
| Instructor |  |
| Course Assistants |  |
| The aim of lesson | this lesson with accommodation , travel and food drink businesses for marketing principles able to interpret and general marketing their applications ability to realize information and your skills bringing in is intended . |
| Course Learning Outcomes |

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| At the end of this course, the student;1. Recognize the concept of tourism marketing
2. Introduces the tourism marketing mix
3. Reveals the differences in the marketing of goods and services
4. Explains marketing research
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| Course Content | Marketing , tourism marketing , service marketing , marketing strategies , marketing applications |
| **Weeks** | **Topics** |
| one |  General Aspect Marketing |
| 2 |  Tourism to marketing Login |
| 3 |  Marketing Information system  |
| 4 |  Tourism Market-Market |
| 5 |  Touristy Product  |
| 6 |  Touristy Product  |
| 7 |  Touristy of the product Pricing  |
| 8 |  Touristy of the product Pricing  |
| 9 |  in tourism Distribution  |
| 10 |  Touristy of the product to be promoted  |
| 11th |  in tourism Introducing  |
| 12 |  in tourism Introducing  |
| 13 |  Tourism Marketing research |
| 14 |  Tourism Marketing policy And International Tourism Marketing . |

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| **General Competencies** |
| from students this your lesson mother their subjects their understanding and fields with in applications their use expected . |
| **resources** |

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| --- |
| Kozak , N. (2010). Tourism Marketing , 3rd Edition , Detail Publishing .Rizaoglu , B. (2006). Tourism Marketing , 5th Edition , Detail Publishing .Varinli , I. (2010). Current Marketing from their approach Selections , 2 . Print , Detail Publishing .Hacioglu , N. (2008). Tourism Marketing , 6th Edition , Nobel Publishing . |
| **Evaluation System** |
| It is stated in the syllabus at the beginning of the semester. |

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| **WITH PROGRAM LEARNING OUTCOMES****COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** |
| **LO1** | 4 | 3 | 4 | 5 | 4 | 2 | 3 | 3 | 2 | one | one |
| **LO2** | 3 | 4 | 4 | 4 | 3 | one | 3 | 4 | 2 | one | one |
| **LO3** | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 2 | 2 | 2 |
| **LO4** | 2 | 3 | 5 | 4 | 3 | 2 | one | 2 | one | one | one |
| **REVENGE: Learning Outputs OP: Program Outputs** |
| **Contribution****level** | **1 Very Low** | **2 Low** | **3 Medium** | **4 High** | **5 Very High** |

Relation of Program Outcomes and Related Course

|  |  |  |  |  |  |  |  |  |  |  |  |
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| **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** |
| Tourism Marketing | 3 | 3 | 4 | 4 | 3 | 2 | 2 | 4 | 2 | one | one |

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