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