



COURSE DESCRIPTION

Service Marketing, Planning and Communication

1. Degree	Bachelor in: - Tourism and relationship management - Hospitality and relationship management
2. Year/semester	2 nd semester (1 st year)
3. Credits	15
4. Course instructor	Assistant Professor Kristen Albert Ellingsen
5. Contact hours	75 hours.
6. Course prerequisites	None
7. Learning goals	After finishing the course, students should understand the basic marketing principles within the tourism and hospitality industry. The course should provide students with an insight into different tasks and activities relevant when marketing tourist destinations and working within travel and tourism. Students should be able to plan and execute marketing activities and interact with customers.
8. Course contents	The course gives an overview of marketing in travel and tourism with special attention to service marketing. Topics: - Travel and tourism products: product characteristics. - Special characteristics of travel and tourism to which marketing responds. - Aspects of demand for travel and tourism. - Planning marketing operations and tactics. - Marketing research: Information as a basis for effective marketing. - Consumer behaviour. - Segmenting and targeting travel and tourism markets. - Marketing mix in travel and tourism. - Service quality; models and concepts. - The moment of truth, interaction and co-creation. - Relationship marketing. - Communication as phenomenon and process. - Different communication models. - Branding. - Planning marketing campaigns: Advertising, public relations, sales promotion and merchandising. - Planning strategy and tactics for travel and tourism marketing.
9. Method of instruction	The course will be taught through lectures, individual and group supervision. The organised class activities will include discussions and active use of case studies. The students will also be required to participate in group activities and oral presentations.
10. Assessment	Feedback and tutoring will be included as a part of the lectures. A written group assignment (40 %) and a written individual school exam (60 %).

11. Course syllabus	<p>Ellingsen, Kristen Albert og Tom Rosendahl (2001): Markedsføring for reiselivet. Cappelens Akademiske forlag, Oslo. 367 p. ISBN: 82-02-1985-6-9.</p> <p>Grønroos, Christian (1997): "Markedsføring av tjenester", Cappelens Akademiske forlag. 173 p. ISBN: 82-456-0267-1</p> <p>Helgesen, Thorleif (2007): "Markedskommunikasjon. Premisser for effektiv informasjon og påvirkning". Cappelen Akademiske Forlag. 336 p.</p> <p>Ellingsen; Kristen Albert og Mehmet Mehmetoglu (2005): "Perspektiver på markedsføring av reiseliv". Fagbokforlaget, Bergen. 420 p. ISBN: 82-450-0249-6.</p>
12. Recommended reading	Indicated at the start of the course.