

## COURSE DESCRIPTION

### MAF1100 Marketing

1. Degree	Bachelor's degree in Hotel Management Bachelor's degree in Tourism Management
2. Year/semester	1 <sup>st</sup> year – 2 <sup>nd</sup> semester
3. Credits	10
4. Course instructor	Associate Professor Kristen Albert Ellingsen
5. Contact hours	50 hours
6. Course prerequisites	General admission requirements.
7. Learning goals	<p>The aim of course is to provide students with a basic understanding of the elements and features of the subject, marketing.</p> <p>By the end of the course, students will have acquired knowledge of the various activities and responsibilities involved in the promotion of a tourism company or destination. By the end of their training students should be able to participate in the planning and implementation of a tourism company's various marketing activities. The course in marketing will be taught from a "relationship and network perspective", which involves adopting a consumer-sociological perspective in relation to the demand aspect of marketing.</p>
8. Course contents	<p>The main elements of the course are as follows:</p> <p>The subject of marketing (its content and development)</p> <p>Marketing planning (a company's planning hierarchy, as well as the various elements which are included in a company's marketing plan)</p> <p>Purchasing behaviour in the consumer goods market</p> <p>Market segmentation and target group selection</p> <p>Using competitive tools in business</p>

	Product differentiation and product management Distribution Prices and price-setting Market communication and influencing strategies
9. Method of instruction	Lectures, discussions, assignments and casework, and student presentations.
10. Assessment	Individual final 3-hour examination which counts for 100 % of the course grade.
11. Course syllabus	Ellingsen, Kristen Albert og Mehmet Mehmetoglu, ed. 2005. <i>Perspektiver på markedsføring av reiseliv</i> . Bergen: Fagbokforlaget. ISBN: 9788245002492 (250 pages are included in the syllabus) Price: NOK 434.  Ellingsen, Kristen Albert og Tom Rosendahl. 2001. <i>Markedsføring for reiselivet</i> . Oslo: Cappelen akademisk. ISBN: 9788202198565 (367 pages) Price: NOK 398.
12. Recommended reading	Contact the course instructor.