DEGREE IN: **TOURISM**

1. GENERAL DETAILS OF THE SUBJECT

Name: **ADVERTISING & COMMERCIAL PROMOTION FOR TOURISM**

Level: FOURTH Semester: SECOND

Type (Basic/Compulsory/Elective subject): Elective
Weekly class hours: 4 Crédits (ECTS): 6

Year of Study Programme: 2024

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2. DESCRIPTION

This subject aims to provide the student with essential knowledge of the various communication tools that can be used in the commercial management of organizations related to tourism activities, with a particular focus on the advertising sub-variable. It addresses issues related to media and formats, planning, budgeting, and advertising control. Other communication tools such as sales promotion, sponsorship, and public relations will be also analyzed.

3. SITUATION

Previous knowledge and skills:
Market research and marketing knowledge.

Adaptation for students with special needs:
Additional tutorship hours will be provided for those who need them.

4. OBJECTIVES AND COMPETENCIES

The general objective of the course *Advertising and Commercial Promotion of Tourism* is to provide the student with the necessary knowledge to understand the role of different commercial communication tools used by tourism organizations, particularly advertising and sales promotions.
This general objective is broken down into the following specific objectives:

- Understand the commercial communication techniques that tourism organizations use to promote their products or services.
- Analyse the characteristics of different advertising media.
- Be able to set objectives for an advertising campaign.
- Analyse both quantitatively and qualitatively the advertising campaigns that can be carried out in the tourism sector.
- Understand the process of media and format planning and how to evaluate the results obtained from advertising campaigns.
- Understand the different types of sales promotions conducted by tourism organizations.

COMPETENCIES:

- Have and understand basic general knowledge and tourism-specific knowledge reflected in advanced textbooks.
- Be able to work in team.
- Understand the elements and flows of the commercial communication process and the main strategies and techniques applicable to tourism organizations.
- Recognize the psychographic profiles of individuals in their behavior as consumers/users of leisure and tourism.

5. COURSE CONTENTS OR THEMATICS SECTIONS

The course is divided into two major thematic blocks:

A. Advertising in the tourism sector.

B. Sales promotions in the tourism sector.

6. LIST OF TOPICS

PART I: INTRODUCTION

TOPIC 1: Commercial communication in tourism companies

PART II: PROMOTION IN THE TOURISM SECTOR

TOPIC 2: Sales promotion of tourism products

TOPIC 3: Promotion in the distribution channel

TOPIC 4: Sales promotion aimed at tourists

PART III: ADVERTISING IN THE TOURISM SECTOR

TOPIC 5: Advertising media

TOPIC 6: Objectives of advertising communication

TOPIC 7: Advertising message and creativity

TOPIC 8: Media and format planning

7. METHODOLOGY AND TEACHING TECHNIQUES

There will be three main methodologies to be used in the theoretical part: master classes, case studies and practical analysis. They will be supported by the use of the debates, lectures and digital presentations, and also through the basic and specific bibliographies recommended by the teacher. These digital materials will be at the students' disposal for their use as guides during the lectures. These materials will be available to the students via the virtual learning platform, as well as any other ways, which may be considered safe and efficient to this goal. Students must be aware that these digital presentations, by themselves, do not replace the following of the lectures with interest and spirit of participation. Instead, this visual material attempts to offer the results of synthesis and ordering of theories, models, and analysis methodologies in an agile and efficient way.
TEACHING TECHNIQUES: Master Class and discussion, tutorial session, practical lessons and reading test

8. ASSESSMENT CRITERIA

The evaluation system will be continuous, that is, learning will be controlled during the teaching/learning process and not only at the end of it. We understand the evaluation process as an opportunity to expand the student's learning, so it will be structured in such a way that the students will take "learning" advantage out of the evaluation. Final evaluation will consider:

Attendance & Participation	Regular attendance (80% minimum) and participation in class discussions is the minimum expectation. Class participation will be assessed on the basis of engagement with readings, involvement in discussion and class facilitation. Students will share responsibility for directing discussion of readings.
Assignments and Individual work. (40%)	In class / out class assignments both individual and in pairs or teams. The class will be divided into teams that will take turns in presenting and explaining the main arguments of the day´s readings to the entire class.
Final project. (60%)	Team project.

For those students who are not able to assist regularly to classes the evaluation criteria will includes:

Assignments (25%)	Team/Individual project.
Final Project (25%)	Individual project.
Final Exam (50%)	Contents of texts and assignments.

In either of the two systems, it is essential to overcome in 5 out of 10 any of the planned evaluation tools. On the day of the final exam of the subject, all the suspended tools (except the class activities) that have been proposed in the evaluation can be recovered.

In the **SECOND and THIRD** calls, the grades of the programmed tools that have been approved in previous calls will be saved, but in no case the approved partial ones.
Likewise, in **SECOND AND THIRD CALL** it will be necessary to present those works and activity that is not delivered and / or suspended during the course.

The moment a student who is being evaluated by modality A exceeds 25% of absences, he will be evaluated by modality B, and all qualifications obtained in evaluation tools that are programmed for modality A and that are not in modality B will cease to be valid.

In the activities and works, the following shall be evaluated in particular:

- Rigor in the analytical process.
- The coherence, creativity, innovation and originality of the projects elaborated.
- Clarity, precision, synthesis, terminological precision and communicative capacity in oral presentation.
- The final quality of the exercises and projects.

Class activities must necessarily be carried out throughout the teaching period of the subject, and in the form and deadlines established by the teacher.

IMPORTANT: The works and cases presented must be original; that is, the student must omit the copy of other authors and if he did so, he would have to reference the source correctly. Plagiarism will be penalized with a zero in the corresponding call whether the document in question is individual or group.

SECOND AND THIRD CALL:

In both cases, the procedure to evaluate the subject will be governed by the following indications:

- Students will have to pass (grade from 5) the exam to which they will have to submit and that will deal with the complete subject. Neither for September nor for December will the notes of the partials be saved. The grade of this exam will represent 50% of the final grade of the subject.

- The student will have to deliver a MARKET RESEARCH, following the same indications as the rest of his classmates. This media plan will represent 50% of the final grade of the subject.

9. REFERENCES

ESPECIFIC

- Morgan, Nigel and Pritchard, Annette. Advertising in Tourism and Leisure. Hardback.
- Kotler, Bowen, Makens, García de Madariaga, Flores Zamora.(2011). Marketing Turístico. Ed. Pearson

GENERAL

- ABRAHAM, M.M. y LODISH, L.M. (1991). “Técnicas para Medir la Eficacia de la Publicidad y las Promociones”. *Harvard-Deusto Business Review*. Vol. 48, segundo trimestre: 66-74.
- AIMC (1998). *Audiencia Infantil de Medios en España*. Asociación para la Investigación de Medios de Comunicación, Madrid.
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- ASOCIACIÓN ESPAÑOLA DE ANUNCIANTES (AEA). (1999). *Impacto Económico de la Publicidad en España*. AEA, Madrid.
- BASSAT, L. (1993). *El Libro Rojo de la Publicidad*. Folio, Barcelona.

- BEERLI PALACIO y MARTÍN SANTANA, J.D. (1999a). "Importancia de los Modelos de Respuesta Publicitaria en el Proceso de Planificación y Control de la Publicidad". *Investigación y Marketing*. Nº 62, marzo: 40-50.
- BIGNÉ, E. (2003). Promoción comercial. ESIC. Madrid.
- BIGNÉ, E. y MIQUEL, Mª.J. (1994). "Publicidad Comparativa y Recuerdo Publicitario: Un Análisis Empírico". *Esic-Market*. Nº 85, julio-septiembre: 71-81.
- BIGNÉ, E. y MIQUEL, Mª.J. (1995). "Actitud hacia el Anuncio y Publicidad Comparativa". *Investigación y Marketing*. Nº 53: 26-32.
- DÍEZ DE CASTRO, E.; MARTÍN ARMARIO, E.; SÁNCHEZ FRANCO (2001). Comunicaciones de marketing. Planificación y Control. Pirámide. Madrid
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- FERRE TRENZANO, J.M. (1996). *Políticas y Estrategias de Comunicación Publicitaria*. Díaz de Santos, Madrid.
- GONZÁLEZ LOBO, Mª A. y CARRERO FERNÁNDEZ, E. (1999). *Manual de Planificación de Medios*. 2ª Ed. ESIC, Madrid.
- GRANAT, J.P. (1994). *Persuasive advertising for entrepreneurs and small business owners: How to create more effective sales messages*. The Haworth Press, New York.
- ORTEGA MARTÍNEZ, E. (1992). *La Publicidad en Televisión.* Delphi Consultores Internacionales, Madrid.
- SÁNCHEZ FRANCO, M. J. (1999). Eficacia Publicitaria. McGraw-Hill. Madrid.
- SÁNCHEZ GUZMÁN, J.R. (1993). *Teoría de la Publicidad*. Tecnos, 4ª ed., Madrid.