

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: 2009

Lecturer: Enrique Carvajal Zaera

E-mail: enrique.carvajal@eusa.es

2. DESCRIPTION

Students will learn the communication tools needed to manage touristic companies. The advertising sector will be studied in depth, especially media and support planning, budgeting and controlling. They will also learn how advertising companies work and other promotion tools like promotion, sponsoring and public relation.

3. SITUATION

Previous knowledge and skills:

Market research and marketing knowledge.

Recommendations:

I Be eager to learn, come to class on a regular basis, work and study at home the concepts before coming to class, as the concepts are related and the previous ones are necessary to understand the following. It is also recommended to have an electronic device connected to internet to make activities in class.

Adaptation for students with special needs:

Additional tutorship hours will be provided for those who need them.

4. OBJECTIVES AND COMPETENCIES

OBJECTIVES:

The use of advertising in the touristic sector has become more complex due to the excess of information and the little attention the audience pays. In this situation, companies must use a part of their resources to get deeper and improve their communication models, especially advertising and promotion and evaluate their performance. This subject provides these tools to evaluate the use of advertising and promotion tools in the touristic sector.

SPECIFIC COMPETENCIES:

- Learn basic advertising and promotion principles and tools
- Learn the integrated marketing communication concept.
- Learn the main promotion tools for consumers and distributors.
- Learn the basic planning models and the basic budgeting principles.

GENERIC SOMPETENCIES:

- Manage criteria and tools and develop abilities to communicate touristic commercial information.

- Learn the communication elements and different information flows.
- Learn the main promotion and advertising techniques that can be applied in touristic companies.
- Identify psych-demographic profiles of consumers.

5. COURSE CONTENTS OR THEMATIC SECTIONS

Marketing communication mix
Advertising
Public relations
Personal selling

6. LIST OF TOPICS

BLOCK 1. Introduction to the integrated marketing communication for tourism.

Chapter 1. The marketing and communication mix

1. Integrated marketing communication
2. Stages in developing an efficient communication
3. The touristic communication foundations
4. Basic concepts and definitions
5. Marketing goals
6. Communication tools

BLOCK II. Marketing and communication tools

Chapter 2. Advertising.

1. Definition and main features
2. Main decisions to be take in marketing
3. Defining the goals
4. Preparing the budget
5. Deciding the messages and the media
6. Evaluating the campaign

Chapter 3. Public relations and selling promotion

1. Main functions of public relations
2. Publicity
3. The process of developing public relations
4. Opportunities in the touristic sector
5. Controlling the crisis
6. Selling promotion
7. Local marketing

Chapter 4. Personal selling

1. Sales management
2. The sales nature in tourism
3. The sales force goals
4. Structure and size
5. The organization in the sales department
6. Relational marketing and strategic alliances
7. Recruiting and training the sales force
8. Managing the sales force

Chapter 5. Direct marketing and online marketing

- 1.
2. Clients data base and direct marketing

3. Types of direct marketing
4. Digital technologies in direct marketing
5. Online marketing

7. METHODOLOGY AND TEACHING TECHNIQUES

The teacher will use Power Point presentations, excel and the white board to explain the subject. These files will serve as basic notes.

Students will do activities in class by themselves or in groups and then upload to the platform.

Presentation of activities by the students will be done in class.

8. ASSESSMENT CRITERIA

OPTION A

- A) Practice and test (70%- 20%): Several practical activities to do during class or at home individually or with other students including a final paperwork. All activities must be given in time. Ongoing evaluation system.
- B) Attendance (10%): a proportional grade will be given to students depending on the attendance.

The final grade will represent the average of all parts. The students will have to attend at least 75% of the classes.

OPTION B

Students will take this option if:

- they have not come to class
- they have come to class but less than 75% of the time.

Written exam (50%): Final exam.

Practices (50%): Presentation of all exercises.

Students in second and third examination session will automatically follow option B.

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, M^a.J. (1994). "Publicidad Comparativa y Recuerdo Publicitario: Un Análisis Empírico". *Esic-Market*. Nº 85, julio-septiembre: 71-81.
- BIGNÉ, E. y MIQUEL, M^a.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 TREZANO, J.M. (1996). *Políticas y Estrategias de Comunicación Publicitaria*. Díaz de Santos, Madrid.
- GONZÁLEZ LOBO, M^a A. y CARRERO FERNÁNDEZ, E. (1999). *Manual de Planificación de Medios*. 2^a 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, 4^a ed., Madrid.