



COURSE DESCRIPTION		
Course instructor	Erdinc Cakmak, Ph.D., Associate Professor, Breda University of Applied Sciences	
Name of the course	Contemporary Marketing, Context and Trends	
Study programme	Master in Sustainable Outdoor Hospitality Management	
Status of the course	Compulsory	
Year of study	Year 1, Semester 1	
ECTS credits and manner of instruction	ECTS credits	6
	Number of class hours (L+E+S)	60 (30+0+30)
1. Course objectives		
<p>This course aims to develop an understanding of the principles of Context, Trends and Marketing so as to establish a framework to comprehend and assess global business development and marketing strategies. Specifically, the aim of the unit is to examine branding and international marketing across cultures, marketing programs, strategies and communication. Practice-based assessment represents a core element of this unit.</p>		
2. Course enrolment requirements		
None		
3. Expected learning outcomes		
<p>Having completed this course, the student is expected to demonstrate: A. Subject knowledge and understanding; 1. advanced knowledge and understanding of the tourism phenomenon, and the political, social, economic and technological contexts that influence tourism and its future; B. Intellectual skills; 3. successfully explore international and intercultural contexts of a destination and its actors, and apply this knowledge into strategies for tourism management. C. Practical skills; 1. demonstrate confidence and competence in the use of information technologies, including working effectively in an online environment; D. Transferable skills; 3. deploy a range of interpersonal skills including effective listening, negotiating, persuasion and presentation by demonstrating openness and sensitivity to diversity in terms of other people cultures and environments.</p>		
4. Course content		
<p>COURSE CONTENTS 1. Destination marketing & branding principles and theories • Destination branding process • Recent developments in the field of destination marketing and branding • Brand identity and brand image • Destination image formation process 2. Identifying markets & segmentation • Destination positioning • Market segmentation and identifying target markets • Trends and developments in tourism marketing 3. Competitiveness analysis and marketing strategy • Defining a destination's competitors, similarities and discrepancies to the competitors, resources and detecting the opportunities. • Market-led strategy - devising marketing strategy: a systematic approach, relationships between planning and strategy, implementing marketing strategy and tactics for securing market-led</p>		



strategic change.6 4. Trends and the future tourists • Trends in tourism and trend research 5. Customer engagement and social media • Big data analysis to increase customer engagement • How to use social media for effective destination management? 6. Academic writing skills and professional presentation skills 7. Online marketing strategies How to develop a persuasive website for a DMO.

5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other Case study
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6. Comments
 The course takes place over six weeks. Every week students will have online lectures, workshops and a reading seminar. Attending all activities is strongly recommended. Detailed information on lectures and seminars will be given in the course outline in the first week of programme. In the lectures, an overview of relevant literature, theory and principles will be given. Students will prepare critical reflections on articles before the reading seminars. In the seminars these articles will be discussed. In the meantime, the students work in groups of 5 or 6 on an assignment to formulate advice concerning the marketing strategy of a tourism destination in order to increase its competitiveness.

7. Student responsibilities

The students are obliged to actively participate in the courses, workshops and seminars.

8. Monitoring of student work^{1F}

Class attendance	2	Class participation		Seminar paper	1	Experimental work	
Written exam	1	Oral exam		Essay	0,7	Research	
Project		Continuous assessment	1,3	Report		Practical work	
Portfolio		Case study					

9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

The overall assessment of this course consists of an assignment with three core components, leading to one final mark.
 Part 1 - critical reflection on the seminar articles (40%);
 • Class participation (20%)
 • Discussion leadership (20%)
 Part 2 - completion of their group assignment (40%),
 Part 3 - writing of an individual essay (20%).
 All components have to be completed with a minimum grade of 5.5. Students that fail to obtain 5.5 or higher, will have a reset opportunity at the end of term 1. This reset opportunity will be similar to the original assessment.

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



10. Mandatory literature (at the time of submission of study programme proposal)

- Bach, D. (2020, July 22). Interview Robin Chada CMO Citizen M. Monocle24. Retrieved from <https://monocle.com/radio/shows/the-entrepreneurs/458/play/>
- Fruman, C. & Twining-Ward, L. (2017, October 23). Empowering women through tourism. World Bank. Retrieved from <https://blogs.worldbank.org/psd/empowering-women-through-tourism-0>
- Grant Thornton (2020). Women in business 2020. Putting the blueprint into action. Grant Thornton. Retrieved from https://www.grantthornton.global/globalassets/1.-member-firms/global/insights/women-in-business/2020/women-in-business-2020_report.pdf
- Bach, D. (2020, July 22). Interview Robin Chada CMO Citizen M. Monocle24. Retrieved from <https://monocle.com/radio/shows/the-entrepreneurs/458/play/>
- Fruman, C. & Twining-Ward, L. (2017, October 23). Empowering women through tourism. World Bank. Retrieved from <https://blogs.worldbank.org/psd/empowering-women-through-tourism-0>
- Bornhorst, T., Ritchie, J.B., & Sheehan, L. (2010). Determinants of tourism success for DMOs & destinations: An empirical examination of stakeholders' perspectives. *Tourism Management*, 31(5), 572-589.
- Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: a rapid assessment of COVID-19. *Journal of Sustainable Tourism*, 1-20.
- Mkono, M., & Markwell, K. (2014). The application of netnography in tourism studies. *Annals of Tourism Research*, 48, 289-291.

11. Optional/additional literature (at the time of submission of the study programme proposal)

- Çakmak, E., & Isaac, R. K., (2012), "What destination marketers can learn from their visitors' blogs: An image analysis of Bethlehem, Palestine," *Journal of Destination Marketing and Management*, Vol 1 (1), 124-133.
- Mkono, M., & Markwell, K. (2014). The application of netnography in tourism studies. *Annals of Tourism Research*, 48, 289-291.
- Campelo, A., Aitken, R., Thyne, M., & Gnoth, J. (2014). Sense of place: The importance for destination branding. *Journal of Travel Research*, 53(2), 154-166.
- Ceschin, F., & Gaziulusoy, I. (2016). Evolution of design for sustainability: From product design to design for system innovations and transitions. *Design Studies*, 47, 118-163.
- Nadeau, J.; Heslop, L.; O'Reilly, N. and Luk, P., (2008), "Destination in a Country Image Context," *Annals of Tourism Research*, Vol. 35, No. 1, pp. 84- 106.
- Nuttavuthisit, K. (2007), "Branding Thailand: Correcting the Negative Image of Sex Tourism," *Place Branding and Public Diplomacy*, Vol. 3, No. 1, pp. 21- 30.
- Nadeau, J.; Heslop, L.; O'Reilly, N. and Luk, P., (2008), "Destination in a Country Image Context," *Annals of Tourism Research*, Vol. 35, No. 1, pp. 84- 106.
- Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, 32(3), 465-476.



12. Number of assigned reading copies in relation to the number of students currently attending the course

<i>Title</i>	<i>Number of copies</i>	<i>Number of students</i>
<ul style="list-style-type: none"> Bach, D. (2020, July 22). Interview Robin Chada CMO Citizen M. Monocle24. Retrieved from https://monocle.com/radio/shows/the-entrepreneurs/458/play/ 	<i>Available online</i>	30
<ul style="list-style-type: none"> Fruman, C. & Twining-Ward, L. (2017, October 23). Empowering women through tourism. World Bank. Retrieved from https://blogs.worldbank.org/psd/empowering-women-through-tourism-0 	<i>Available online</i>	30
<ul style="list-style-type: none"> Grant Thornton (2020). Women in business 2020. Putting the blueprint into action. Grant Thornton. Retrieved from https://www.grantthornton.global/globalassets/1.-member-firms/global/insights/women-in-business/2020/women-in-business-2020_report.pdf 	<i>Available online</i>	30
<ul style="list-style-type: none"> Bach, D. (2020, July 22). Interview Robin Chada CMO Citizen M. Monocle24. Retrieved from https://monocle.com/radio/shows/the-entrepreneurs/458/play/ 	<i>Available online</i>	30
<ul style="list-style-type: none"> Bornhorst, T., Ritchie, J.B., & Sheehan, L. (2010). Determinants of tourism success for DMOs & destinations: An empirical examination of stakeholders' perspectives. <i>Tourism Management</i>, 31(5), 572-589. 	<i>Available online</i>	30
<ul style="list-style-type: none"> Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: a rapid assessment of COVID-19. <i>Journal of Sustainable Tourism</i>, 1-20. 	<i>Available online</i>	30
<ul style="list-style-type: none"> Mkono, M., & Markwell, K. (2014). The application of netnography in tourism studies. <i>Annals of Tourism Research</i>, 48, 289-291. 	<i>Available online</i>	30

13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences

The quality of the programme and the performance of the teaching process will be evaluated in accordance with the general act of Breda University of Applied Sciences and quality assessment procedure of Master of Sustainable Outdoor Hospitality Management.