

## SYLLABUS

<b>Course and educational program</b>	Marketing and Branding of Tourist Destinations Tourism EP
<b>Course description</b>	This course examines key components of the marketing communication means, including advertising and PR, the specifics of their integration into the tourism sector, as well as areas of marketing activities in tourist destinations aimed at providing competitive tourism services.
<b>Prerequisites for studying</b>	The study of this educational component is based on knowledge of fundamentals of marketing. The course is related to such disciplines as Tourist service, Organization of Tour Activities, Organization of Hotel Business, Organization of Restaurant Business, etc.
<b>Number of credits/hours</b>	3 ECTS credits / 90 academic hours
<b>Learning format</b>	Blended learning
<b>Classroom location</b>	<a href="https://dist.ieu.edu.ua/course/view.php?id=736">https://dist.ieu.edu.ua/course/view.php?id=736</a>
<b>Lecturer's full name</b>	Yevhen Kozlovskyi, PhD in Public Administration, Associate Professor, Head of the Department of Tourism, Social Sciences and Humanities
<b>Department</b>	Department of Tourism, Social Sciences and Humanities: 
<b>Office location</b>	42V Akademika Hlushkova Ave., Kyiv, room 504
<b>Consulting</b>	Every Tuesday from 2 p.m. to 3:30 p.m. by appointment via corporate e-mail
<b>Lecturer's e-mail address</b>	<a href="mailto:yevhenkozlovskyi@ieu.edu.ua">yevhenkozlovskyi@ieu.edu.ua</a>
<b>Course objectives</b>	To learn approaches, principles, and methods of inquiry that ensure a high level of fundamental knowledge in tourism marketing, as well as to study the latest achievements and best practices in marketing, advertising, and PR in the hospitality industry to promote and brand tourist destinations.
<b>Role of the academic</b>	<i>Specialty: 242 Tourism and Recreation</i>

<p><b>discipline in achieving program learning outcomes</b></p>	<p>PLO 1. To know, understand, and be able to use in practice the key provisions of tourism legislation, national and international standards for tourist services.</p> <p>PLO 12. To apply skills of efficient communication with consumers of tourist services.</p> <p>PLO 15. To show tolerance for alternative principles and methods of performing professional tasks.</p> <p>PLO 18. To assess your knowledge adequately and apply it in various professional situations.</p> <p>PLO 19. To argue your views in solving professional problems.</p> <p>PLO 21. To make reasoned decisions and take responsibility for the results of your professional activities.</p>
<p><b>Learning outcomes</b></p>	<p>Students should know: the specifics of marketing activities in the tourism business, key stages and methods of marketing research, the product marketing policy of tourism enterprises, the particularities of the functioning of marketing departments, and key legislative acts regulating economic activities of organizations and enterprises.</p> <p>Students should be able to: organize the service and production process taking into account consumer demands and needs using market research, identify types of competitors, analyze the company's market opportunities, determine the reasons for the failure of new products on the service market, conduct competitor price and product analysis; process and analyze data on the development, implementation, and evaluation of marketing actions, understand economic processes, and carry out planning, management, and control of entrepreneurial activities.</p>
<p><b>Course content</b></p>	<p><b>SECTION 1. MARKETING IN THE TOURISM BUSINESS AS A MARKET MANAGEMENT CONCEPT</b></p> <p>Topic 1.1. Marketing environment: structure and research.</p> <p>Topic 1.2. Marketing commodity policy. Brand management.</p> <p>Topic 1.3. Marketing communication policy. Pricing policy.</p> <p><b>SECTION 2. TOURIST DESTINATIONS AND MARKETING ACTIVITIES</b></p> <p>Topic 2.1. Advertising messages: forms and development stages.</p> <p>Topic 2.2. Marketing communication channels in the tourism business.</p> <p>Topic 2.3. Franchising as a modern form of business organization in the tourism industry.</p>
<p><b>Books and materials</b></p>	<ol style="list-style-type: none"> <li>1. Y.B. Zabaldina. Marketing of a Tourism Enterprise: Study Guide. Kyiv: Musical Ukraine, 2002. 196 p.</li> <li>2. M.P. Malska. Fundamentals of Marketing in Tourism: Textbook. Kyiv: Center for Educational Literature 2016. 336 p.</li> <li>3. H.B. Munin, Z.I. Tymoshenko, Y.V. Samartsev, A.O. Zmiiiov. Tourism Marketing: Study Guide. Kyiv: Publishing House of the European University, 2005. 427 p.</li> </ol>

	<p>4. L.V. Bezkorovaina. Tourism Marketing: Lecture Notes for Bachelor's Students in Tourism. Zaporizhzhia: Zaporizhzhia National University, 2017. 77 p.</p> <p>5. O.O. Liubitseva. Tourism Services Market (Geospatial Aspects): Study Guide. 3rd ed., revised and supplemented. Kyiv: Alterpress, 2006. 430 p.</p> <p>6. S.M. Tsvilyi. Marketing in Tourism: Study Guide. Zaporizhzhia: Zaporizhzhia Polytechnic National University, 2022. 260 p.</p>				
<b>Technical requirements for the course</b>	<p>To work on the Marketing and Branding of Tourist Destinations course, you need regular access to a computer (or phone) and the Internet.</p> <p>In order to successfully study and pass the course exam, you should first explore the distance learning platform (Moodle) and study all folders that already contain or will contain information or materials for the course. You will also have to download and create documents, watch videos, or create them.</p> <p>You can use distance platforms only using corporate e-mail.</p> <p>If you are unable to attend the course, you should notify the Dean's Office or your class representative or the course lecturer directly.</p>				
<b>Learning process</b>	<p>The Marketing and Branding of Tourist Destinations course consists of lectures and practical classes.</p> <p><u>Lectures</u> use the following training methods:  <i>lecture, conversation lecture, discussion, discussion of problematic issues, demonstration, analysis of various situations according to the lecture topic.</i></p> <p><u>Practical classes</u> use the following training methods:  <i>questioning, testing, performing individual and team tasks, case studies, preparing reports and presentations, performing analytical and calculation works, solving specific problems and situations, brainstorming.</i></p> <div style="text-align: center;">  </div>				
<b>Discipline features</b>	<b>Period of teaching</b>	<b>Semester</b>	<b>International disciplinary integration</b>	<b>Year of study</b>	<b>Courses: general training/professional training/elective</b>
	1 semester	8 <sup>th</sup> semester	available	4 <sup>th</sup> year	Professional training

<b>Assessment policy</b>	You will have various ways to show your knowledge and skills during the semester. This includes how you attend classes, how and what you contribute to class discussions, how you perform and submit practical tasks and tests on time, how you perform independent work tasks, as well as your ability to present your report. Additionally, you have the opportunity to complete an individual research task performed individually or in a small group in the form of a student research paper.		
	<b>Activities during the semester</b>	<b>Maximum amount of points during the semester</b>	
	Current work (attendance, oral questioning, solving calculation problems and tasks, situational exercises)	15	
	Reports with presentation (4 pcs.)	25	
	Tests (4 pcs.)	10	
	Individual research task (admission to the exam)	10	
<b>Total</b>	<b>60</b>		
<b>Grading scale</b>	<p>The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.</p> <p>The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the exam (at least 24).</p> <p>The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.</p> <p>The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.</p> <p>The overall final grade in points according to the national and ECTS scales is put into the examination and test register, academic card and credit book of students.</p>		
<b>National and ECTS grading scale</b>			
Sum of points for all types of educational activities	ECTS grade	Grade according to the national scale	
		for exam, term paper, practical training	for Pass/Fail test
90-100	A	excellent	pass
82-89	B	good	
74-81	C	satisfactory	
66-73	D	satisfactory	
60-65	E	satisfactory	
30-59	FX	fail with possible repeated pass	fail with possible repeated pass

	1-29	F	fail with obligatory repeated learning of the discipline	fail with obligatory repeated learning of the discipline
<p><b>How to find out your grade</b></p>	<p><b>QR Code:</b></p> 			
<p><b>Course policy</b></p>	<p>To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, group work and discussion seminars.</p> <p>During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.</p> <p>The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.</p> <p>Students who miss the current control for <i>valid reasons</i> confirmed by documents have the right to take current control <b>within two weeks</b> after returning to studying.</p> <p>Students who have missed classes <i>without valid reasons</i>, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.</p> <p>Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.</p>			

**QR Code:**



All participants in the educational process rely on the academic integrity principles.

**QR Code:**



**Late task performance, correction of grades, making up missed classes**

Tasks should be submitted via Moodle by the deadlines stipulated in the course schedule on our website. Most tasks should be performed by 9 a.m. on the day of the next class to coordinate them with the course content and group activities. It is best practice to perform tasks as soon as possible after receiving them so that you have enough time to take an active part in the class.

If you need more time to perform the task, flexible deadlines are available. Completed tasks will be accepted until full credit until the last scheduled class in the discipline. Afterwards, the 40% partial credit based on the grade will be awarded within a week after the last day of class. Tasks that are not submitted at all will receive 0.

If you are going to miss classes for more than one week due to illness or other reasons, please contact your lecturer to arrange alternative options for performing tasks.

Note: deadlines work both ways, and meeting them ensures that your lecturer will provide prompt feedback on your tasks to make sure you keep up with the course.

**QR Code:**



<b>Lecturer's response time</b>	Via corporate e-mail, within 24 hours.	
<b>Efficient communication</b>	Efficient communication is a two-way street!!! Therefore, the main recommendations for efficient communication include: corporate e-mail directly to the course lecturer; personal communication with classmates via social media/corporate e-mails/mobile phones; communication directly in the course on the Moodle distance platform; and a face-to-face meeting with the lecturer on consulting days.	
<b>Policy of publication and distribution of course materials</b>	Students are not allowed to post, publish, sell, or otherwise publicly distribute course materials without the written permission of the lecturer. Such materials include, but are not limited to: lecture notes, lecture slides, video or audio recordings, tasks, problem sets, exams, other students' work, and answer keys. Students who sell, post, publish, or distribute course materials without written permission in order to get answers or otherwise can be subject to disciplinary action, up to and including being required to withdraw from the course. Besides, students are not allowed to make video or audio recordings of the class for their own use without the written permission of the lecturer.	
<b>Expected student workload and engagement</b>	During this course, you should allocate some hours for independent study of some lecture materials in accordance with the course topics (approximately 5-6 hours per week). If you face circumstances requiring you to spend more time on any of the tasks, please inform your lecturer by e-mail. The deadline for submission can be extended only if the lecturer is informed in advance that you will not be able to submit the task on time. Students are expected to have a backup plan in case of computer malfunctions or Internet outages.	
<b>Support services</b>	E-schedule Library Supervisor Repository Dean's Office	
<b>Course schedule</b>	<b><i>Lecture topic</i></b>	<b><i>Practical classes</i></b>
	<i>Topic 1.1. Marketing environment: structure and research.</i>	<ol style="list-style-type: none"> <li>1. <i>Oral questioning</i></li> <li>2. <i>Practical tasks</i></li> <li>3. <i>Homework tasks</i></li> <li>4. <i>Checking questions submitted for independent study</i></li> <li>5. <i>Writing a report</i></li> <li>6. <i>Tests</i></li> </ol>

	<p><i>Topic 1.2. Marketing commodity policy. Brand management.</i></p>	<ol style="list-style-type: none"> <li>1. <i>Oral questioning</i></li> <li>2. <i>Practical tasks</i></li> <li>3. <i>Homework tasks</i></li> <li>4. <i>Checking questions submitted for independent study</i></li> <li>5. <i>Writing a report</i></li> <li>6. <i>Tests</i></li> </ol>
	<p><i>Topic 1.3. Marketing communication policy. Pricing policy.</i></p>	<ol style="list-style-type: none"> <li>1. <i>Oral questioning</i></li> <li>2. <i>Practical tasks</i></li> <li>3. <i>Homework tasks</i></li> <li>4. <i>Checking questions submitted for independent study</i></li> <li>5. <i>Writing a report</i></li> <li>6. <i>Tests</i></li> </ol>
	<p><i>Topic 2.1. Advertising messages: forms and development stages.</i></p>	<ol style="list-style-type: none"> <li>1. <i>Oral questioning</i></li> <li>2. <i>Practical tasks</i></li> <li>3. <i>Homework tasks</i></li> <li>4. <i>Checking questions submitted for independent study</i></li> <li>5. <i>Writing a report</i></li> <li>6. <i>Tests</i></li> </ol>
	<p><i>Topic 2.2. Marketing communication channels in the tourism business.</i></p>	<ol style="list-style-type: none"> <li>1. <i>Oral questioning</i></li> <li>2. <i>Practical tasks</i></li> <li>3. <i>Homework tasks</i></li> <li>4. <i>Checking questions submitted for independent study</i></li> <li>5. <i>Writing a report</i></li> <li>6. <i>Tests</i></li> </ol>
	<p><i>Topic 2.3. Franchising as a modern form of business organization in the tourism industry.</i></p>	<ol style="list-style-type: none"> <li>1. <i>Oral questioning</i></li> <li>2. <i>Practical tasks</i></li> <li>3. <i>Homework tasks</i></li> <li>4. <i>Checking questions submitted for independent study</i></li> <li>5. <i>Writing a report</i></li> <li>6. <i>Tests</i></li> </ol>
<p><b>Tips on successful study during the course</b></p>	<p>If you want to succeed in this discipline, you should be:</p> <ul style="list-style-type: none"> <li>- persistent, attentive and curious;</li> <li>- creative, cheerful, and open to communication and discussions;</li> <li>- ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.</li> </ul> <p><b>See you at classes!</b></p>	