

<b>Module code</b>	AW-2319		
<b>Module Title</b>	Tourism Marketing		
<b>Degree/Diploma</b>	Bachelor of Arts (Geography, Environment and Development Studies)		
<b>Type of Module</b>	Major Option/Breadth		
<b>Modular Credits</b>	4	<b>Total student workload</b>	8 hours/week
		<b>Contact hours</b>	4 hours/week
<b>Prerequisite</b>	None		
<b>Anti-requisite</b>	None		
<b>Aims</b>			
To provide an understanding of the nature and scope of tourism marketing. A range of contemporary issues, trends and developments in tourism marketing are identified and described in both the public and private sectors. A critical approach is taken in order to examine the role and function of marketing in tourism today.			
<b>Learning Outcomes:</b>			
<i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order:	40%	<ul style="list-style-type: none"> <li>- Describe tourism marketing principles and practices</li> <li>- Comprehend Key terms and concepts of tourism marketing</li> </ul>	
Middle order:	30%	<ul style="list-style-type: none"> <li>- Evaluate marketing environments</li> <li>- Analyse and synthesize information regarding market research</li> <li>- Collect and assess information for marketing strategy</li> </ul>	
Higher order:	30%	<ul style="list-style-type: none"> <li>- Design tourism marketing strategy</li> <li>- Work collectively to design marketing campaign</li> <li>- Work independently to understand marketing case studies</li> <li>- Argue concisely and convincingly about marketing strategies</li> </ul>	
<b>Module Contents</b>			
<ul style="list-style-type: none"> <li>- Tourism marketing principles and practices</li> <li>- Key terms and concepts of tourism marketing</li> <li>- Marketing environments</li> <li>- Market research</li> <li>- Strategies and tactics of marketing</li> <li>- Case studies with focus on Brunei Tourism</li> </ul>			
<b>Assessment</b>	Formative assessment	Weekly in-class question & answer sessions leading to discussions in which all students participate	
	Summative assessment	Examination: 50% Coursework: 50% <ul style="list-style-type: none"> <li>- 1 individual analysis of a tourism marketing campaign (25%)</li> <li>- 1 design of a tourism marketing campaign (25%)</li> </ul>	