

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Tourism Marketing Communications

1- Basic Information:

Course Name	Tourism Marketing Communications
Course ID	TMK504
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	18
Mid Term Exam	-
Exam	75 Min
Registered Sessions Work Load	48
Synchronized Session Work Load	18
Credit Hours	5
Course Level	5

2- Pre-Requisites: Non

Course	ID
Services Marketing	BMK501

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3- Course General Objectives:

Providing the student with basic knowledge related to communicative activity and its importance. In addition, expand his perceptions about all the communication activities carried out by the tourism organization with the surrounding environment. From advertising, publicity, personal selling, direct electronic communication, public relations and sales promotion. Theoretical and practical knowledge of planning this activity, and knowledge of the factors affecting communication and promotional decisions within the integrated marketing communication plan, especially in light of contemporary data and the great development in the field of communication technology.

4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Understand communication activity and its different types, and the determinants of communication efficiency
ILO2	Clarify the concept of tourism marketing communication activity and its components in the tourism organization
ILO3	Knowledge of promotion and its communicative role in the tourism organization, and the impact of internal and external environmental factors on promotion decisions
ILO4	Clarify the stages of building and evaluating a marketing communication plan in the tourism organization.

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ILO5	Familiarity with the elements of the communicative promotional mix and the differentiation between them (advertising, publicity, public relations, personal selling, sales promotion)
ILO6	Understand the concept of the organization's reputation and the role of tourism public relations in building and maintaining it
ILO7	Clarify direct marketing in the tourism organization
ILO8	Understand electronic communication, its characteristics, and modern tools as a result of technical progress and the spread of the Internet and social networks
ILO9	Providing a set of tips and advice in the field of tourism marketing communication

5- Course Syllabus (24 hours of total Recorded Sessions, 18 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<ul style="list-style-type: none"> • The concept, types and efficiency of communication 	2	1	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

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ILO2	<ul style="list-style-type: none"> The concept of marketing communication and integrated tourism marketing communications 	2	2	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO3	<ul style="list-style-type: none"> Promotion and its communicative role in the tourism organization 	2	2	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO4	<ul style="list-style-type: none"> Tourism marketing communication planning 	3	2	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO5	<ul style="list-style-type: none"> Advertising & Tourism publicity Tourism Public Relations Personal Selling Powers (Personal Communication) Promotion tourist sales 	5	4	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

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ILO6	<ul style="list-style-type: none"> The mental image of the tourist organization 	2	2	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO7	<ul style="list-style-type: none"> Tourism direct marketing 	2	2	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO8	<ul style="list-style-type: none"> Tourism electronic communication 	3	2	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO9	<ul style="list-style-type: none"> Guidance and advice in the field of tourism marketing communication 	2	1	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

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6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF 2F	Rpt
ILO1	Understand communication activity and its different types, and the determinants of communication efficiency	<ul style="list-style-type: none"> – Familiarity with the concept of communication and its importance in contemporary societies – Distinguish between types of communication – Know the determinants of communication efficiency 	×				
ILO2	Clarify the concept of tourism marketing communication activity and its components in the tourism organization	<ul style="list-style-type: none"> – Understand the concept of integrated marketing communication – Familiarity with the components of the marketing communication process – Knowledge of the elements of integrated marketing communications in the tourism organization 	×				

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ILO3	Knowledge of promotion and its communicative role in the tourism organization, and the impact of internal and external environmental factors on promotion decisions	<ul style="list-style-type: none"> – Understand promotion as an element of the marketing mix – Familiarity with the communication role of promotion in the organization – Knowing the environmental factors affecting promotional decisions in the contemporary organization 	×				
ILO4	Clarify the stages of building and evaluating a marketing communication plan in the tourism organization.	<ul style="list-style-type: none"> – Determining the steps for building an integrated marketing communication in the tourism organization – Knowing the means of conveying the marketing communication message – Familiarity with the methods of determining the marketing communication budget – Familiarity with the methods of evaluating the marketing communication plan in the tourism organization 	×		×		

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ILO5	Familiarity with the elements of the communicative promotional mix and the differentiation between them (advertising, publicity, public relations, personal selling, sales promotion)	<ul style="list-style-type: none"> – Familiarity with the advertising element, its communicative role and its types – Understand the publicity, its characteristics and types – Familiarity with public relations, its tools and its necessity in the tourism organization – Understand the element of personal selling and its success factors in the tourism organization – Understand the sales promotion component and its communicative and promotional role in the tourism organization 	×				×
	Understand the concept of the organization's reputation and the role of tourism public relations in building and maintaining it	<ul style="list-style-type: none"> – Familiarity with the concept of mental image and its components – Understand the reputation of the organization and the factors influencing building and maintaining it – Absorbing public relations in building the 	×				

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		mental image of the tourism organization					
ILO7	Clarify direct marketing in the tourism organization	<ul style="list-style-type: none"> – Familiarity with the concept of direct marketing and its mechanism of action – Determining direct marketing tools in the tourism organization – Know the opportunities and benefits offered by direct marketing 	×				
ILO8	Understand electronic communication, its characteristics, and modern tools as a result of technical progress and the spread of the Internet and social networks	<ul style="list-style-type: none"> – Understand electronic communication and its distinctive characteristics – Familiarity with electronic communication tools in the tourism organization – Knowing the benefits provided by electronic communication to the tourism organization 	×				×
ILO9	Providing a set of tips and advice in the field of tourism marketing communication	<ul style="list-style-type: none"> – Understand the importance of the client in the tourism organization and the need to build effective communication with him 	×				

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7- Practice Tools:

Tool Name	Description
NON	-----

8- Main References

- 1- Chris Fill, Essentials of Marketing Communications, Pearson Canada; 1st edition, 2011
- 2- PR Smith, Ze Zook, Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies, Kogan Page; 7th edition, 2019
- 3- Al-Bakri, Tamer, Marketing Communications and Promotion, Dar Al-Hamid for Publishing and Distribution, Amman, Jordan, 2006
- 4- Al-Zoubi, Ali Falah, Marketing Communications: A Methodological Approach, Dar Al-Maysara for Publishing and Distribution, Jordan. 2010

9- Additional References

- 1- Kim A. J.; and Ko, K., Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention, J Glob Fashion Mark, USA. 2010
- 2- Kotler, Philip; Keller, Keven Lane, Marketing Management, 13 Edition, prentice hall, NY, USA, 2009
- 3- Lefebure, R.; & Venturi, c, Gestion de la Relation Client, Dunod, Paris, 2005
- 4- Tawfiq, Amr Abdel Rahman, Customer Relations Department, Management Professional Experience Center, Cairo, 2007
- 5- Abdel-Maqsoud, Hisham Attia, a study of the discourse of Arab blogs, the political and social expressions of the Internet, Al-Arabi for Publishing and Distribution, first edition, Cairo, 2010