

## MRKT B8014: Strategic Destination Marketing

Module Details	
Module Code:	MRKT B8014
Full Title:	Strategic Destination Marketing <b>APPROVED</b>
Valid From::	Semester 1 - 2014/15 ( September 2014 )
Language of Instruction:	
Duration:	1 Semester
Credits::	5
Module Owner::	Karen Commins
Departments:	Unknown
Module Description:	<p>This module aims to integrate knowledge and application of strategic approaches to marketing tourism destinations. The module will develop intellectual and analytical skills in comprehending the strategic marketing process for tourism destinations, which is an important element of the coursework. The module focuses on understanding the dynamics and complexities in marketing tourism destinations, theoretical concepts are synthesised and critiqued through a broad range of casestudy destinations, including developed and developing countries. Throughout lectures the importance of destination competitiveness, and the processes adopted to stimulate innovation, creativity and responsiveness in marketing destinations will be analysed.</p>

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Interpret theories and frameworks associated with destination marketing, strategy and culture in the context of a global environment for marketing tourism destinations
MLO2	Critically analyse a destination's marketing strategy through application theories/concepts/frameworks
MLO3	Assess the value of knowledge creation in the field by evaluating relevant academic research in the area and present it before a suitable audience
MLO4	Engage in criticism, analysis and creative thinking to recommend/ formulate strategic solutions to marketing destinations that experience unique problems in the domestic and global tourism industry
MLO5	Work independently and in crosscultural groups to provide opportunities to develop skills in flexibility, adaptability and the ability to work with or motivate others
Pre-requisite learning	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content	
<b>Framework for Tourism Planning and Marketing</b> Situational analysis; regional goal formulation; regional strategy formulation; target market strategy	
<b>Environment and Resource Analysis</b> The importance of regional environmental analysis; market analysis; competitor analysis; the internal environment - successful destination components; niche marketing	
<b>Regional Goal and Strategy Formulation</b> Destination product development; destination partnerships; regional mission statements; product portfolio strategies and approaches	
<b>Destination Marketing Mix Strategy</b> Nature and characteristics of the regional tourism product; the role of price in the marketing mix; tourism distribution strategy; promotion - destination communications and promotion	
<b>Destination Integrated Marketing Communications</b> Issues in new media marketing; effective use of existing and emerging technologies (Blogging, mobile and smartphones, GPS, Geotagging, Wikis, Podcasts) Exogenous Influences; film tourism, dark tourism	
<b>The Future of Destination Management and Marketing</b> Current and future issues in destination marketing; 15c's framework; global trends; challenges for DMO's	
Module Assessment	
Assessment Breakdown	%
Course Work	40.00%
Final Examination	60.00%
Module Special Regulation	

## Assessments

Full Time On Campus			
Course Work			
<b>Assessment Type</b>	Group Project	<b>% of Total Mark</b>	40
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	Week 7	<b>Learning Outcome</b>	3,4,5
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> Article analysis and presentation - This will comprise of an oral presentation based on the critique of a peer reviewed academic article.			
No Project			
No Practical			
Final Examination			
<b>Assessment Type</b>	Formal Exam	<b>% of Total Mark</b>	60
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	End-of-Semester	<b>Learning Outcome</b>	1,2
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> End-of-Semester Final Examination			
Reassessment Requirement			
<b>A repeat examination</b> <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			

## Module Workload

Workload: Full Time On Campus					
Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	Lecturers will be delivered mainly to educate students about the theories and frameworks in the area.	Every Second Week	1.00	2
Online Contact	Contact	Social Learning - Discussion forums and interest groups • Profiles and networking	Every Second Week	1.00	2
Tutorial	Contact	The focus of tutorials is to provide students an opportunity to apply theories and framework learned in this unit into practice. Students will be able to enhance their learning experience through case analysis and presentations made in the class. Further, they will also be exposed to research in International Marketing area as they are required to visit scholarly articles, analyse and present them in the class.	Every Second Week	1.00	2
Directed Reading	Non Contact	It is absolutely essential that students supplement the material covered in the class with their own additional reading. Marketing is an area of continual change, and it is unreasonable to expect either the lecturer, or even the prescribed texts, "to have all the answers". The more that students read around a particular theme, the better equipped they will be to tackle questions related to that theme.	Every Week	3.00	3
Independent Study	Non Contact	Students are expected to undertake the required readings (chapters, cases and articles) prior to their class. Students' participation will further enrich understanding of theories and concepts in this unit.	Every Week	3.00	3
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	3.00
This module has no Part Time On Campus workload.					

## Module Resources

### *Supplementary Book Resources*

Avraham, E. and Ketter, E. (2008). (2008), Media Strategies for Marketing Places in Crisis,, Butterworth-Heinemann:, Oxford..  
Heath, E. Wall, G.. (1992), Marketing Tourism Destinations; a Strategic Planning Approach, 1. 8, Wiley, Canada, p.240, [ISBN: 0471540676].  
Kozak, M. and Baloglu, S. (2011). (2011), Managing and Marketing Tourism Destinations: Strategies to Gain a Competitive Edge,, Taylor and Francis:, Oxford..  
Morgan, N., Pritchard, A. and Pride, R. (eds.) (2011). (2011), Destination Brands: Managing Place Reputation, 3rd edition. Butterworth-Heinemann., Oxford..  
Morrison, A.. (2013), Marketing and Managing Tourism Destinations, 16, Routledge, p.598, [ISBN: 978-0-415-672].  
Pike, S. (2008). (2008), Destination Marketing: An Integrated Marketing Communications Approach,, Butterworth-Heinemann., Oxford..  
Wang, Y. and Pizam, A. (2011). (2011), Destination Marketing and Management: Theories and Applications,, CABI..

*This module does not have any article/paper resources*

*This module does not have any other resources*