

授業科目(ナンバリング)	Tourism Marketing (GD303)			担当教員	谷口 佳菜子		
展開方法	講義	単位数	2 単位	開講年次・時期	3 年・前期	必修・選択	選択 (コース選択必修)
授業のねらい							アクティブ・ラーニングの類型
This course focuses on marketing management in the tourism and hospitality industry. Firstly, this course examines tourism marketing, dealing with the conceptual framework and theories of marketing. Secondly, the course examines the challenges and problems which tourism marketing causes. Thirdly, the course provides the skills of marketing management through the group-work.							⑥
ホスピタリティを構成する能力	学生の授業における到達目標				評価手段・方法	評価比率	
専門力	Students will be able to understand the theories and concepts of tourism marketing and explain them clearly.				Exam	60%	
情報収集、分析力	Students will be able to point out the challenges in tourism marketing concretely and propose a solution. Students will be able to explain a plan that they've made.				・ Project Report ・ Group Project Presentation	20% 20%	
コミュニケーション力							
協働・課題解決力							
多様性理解力							
出席					受験要件		
合計					100%		
評価基準及び評価手段・方法の補足説明							
Students must attend 10 or more classes. Regular attendance is strongly recommended. Project report by group (20%), group presentation (20%) and final examination (60%). Feedback will be provided in a class.							
授業の概要							
All classes will be conducted in English. This course will consist of lecture, fieldwork and a group project (group-work). The cases in tourism industry are explained, and students will have opportunities to discuss them. Field work: Students must pay for travel expenses for themselves to get to the place they will survey. この授業の標準的な1コマあたりの授業外学修時間は、180分とする。							
教科書・参考書							
教科書: Materials provided by instructor. 参考書: Additional materials will be provided. 指定図書: Kotler, P・Keller, K. L. (2012): <i>Marketing Management</i> , Global Edition, 14ed., Pearson Education Limited.							
授業外における学修及び学生に期待すること							
Outside class work: Students are expected to have group meetings to complete assignments on time.							

回	テ ー マ	授 業 の 内 容	予 習 ・ 復 習
1	Introduction	Basic of Marketing	Read the syllabus Review the syllabus
2	Marketing Management①	Defining Marketing and Plans Discussion on the today's topic	Read Chapter 1 & review
3	Marketing Management②	Developing Marketing Strategies Discussion on the today's topic	Read Chapter 2 & review
4	Capturing Marketing Insights	Collecting Information and Forecasting Demand Discussion on the today's topic	Read Chapter 3 & review
5	Capturing Marketing Insights Group-work①	Conducting Marketing Research Make groups and planning the fieldwork	Read Chapter 4 & review
6	Connecting with Customers① Group-work②	Creating Long-term Loyalty Relationships Discussion on the today's topic Prepare for the fieldwork	Read Chapter 5 & review
7	Connecting with Customers② Group-work③	Identifying Market Segments and Targets Discussion on the today's topic Prepare for the fieldwork	Read Chapter 8 & review
8	Fieldwork①	Find out the challenges and problems which marketing tourism causes	Write a report & review
9	Fieldwork②		
10	Shaping the Market Offerings Group-work④	Designing and Managing Services Discussion on the today's topic	Read Chapter 13 & review
11	Communicating Value① Group-work⑤	Designing and Managing Integrated Marketing Communications Discussion on the today's topic	Read Chapter 17 & review
12	Communicating Value② Group-work⑥	Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations Discussion on the today's topic	Read Chapter 18 & review
13	Communicating Value③ Group-work⑦	Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling Prepare for the presentation	Read Chapter 19 & review
14	Group-work⑧	Project Group Presentation	Prepare for the project group presentation & review
15	Review of this course	Review for this course Self-evaluations	Prepare for Self-evaluations sheet & review
16	Examination	Written test	Prepare for the final examination.