

授業科目(ナンバリング)	Tourism Marketing (CD303)			担当教員	陳 慶光		
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. First, we will examine the conceptual framework and theories of tourism marketing. Second, we will discuss the challenges and critical issues that a marketing manager faces. Third, we will apply marketing management knowledge in group works to develop problem-solving skills.							⑥⑩
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.					Assignment Examination	30% 40%
情報収集、分析力	Students will be able to recognize the critical issues of tourism marketing and propose a solution.					Presentation	30%
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 are expected to take active roles in their learning and will be assessed by the following means: (1) Assignment (30%): assessed based on knowledge of the course material. (2) Presentation (30%): assessed based on clarity and knowledge of the course material. (3) Examination (40%): assessed based on knowledge of marketing and tourism. Feedback will be given in each class and on learning management system such as Manaba and/or Qlearn.							
授 業 の 概 要							
All classes will be conducted 100% in English. Learning management system such as Manaba and/or Qlearn will be used to facilitate your study. The course consists of lectures, group/individual presentations and discussions. Each student will discuss and present on a variety of marketing concepts in English. 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 : None 参考書 : None 指定図書 : Marketing for Hospitality and Tourism (7 ed.), Kotler, Bowen, Makens, & Baloglu, Pearson, 2016							
授業外における学修及び学生に期待すること							
Students with an interest in marketing are encouraged to take part in this course. All students must prepare for and actively participate in class, including reading the course material and studying marketing theory. Discussion and presentation are crucial in this course and active participation is required.							

回	テ ー マ	授 業 の 内 容	予 習 ・ 復 習
1	Introduction	Basic knowledge of tourism marketing	Read and review the syllabus
2	Basic marketing concepts, Part 1	Service characteristics of hospitality and tourism marketing	Read lecture slides and review basic marketing concepts
3	Basic marketing concepts, Part 2	The role of marketing in strategic planning	Read lecture slides and review strategic planning
4	Basic marketing concepts, Part 3	The marketing environment: micro and macro	Read lecture slides and review marketing environment
5	Basic marketing concepts, Part 4	Consumer behavior	Read lecture slides and review consumer behavior
6	Basic marketing concepts, Part 5	Products and brands	Read lecture slides and prepare for group work
7	Group work	Digital marketing (1)	Read lecture slides and review digital marketing
8	Group work	Digital marketing (2)	Self-evaluation of group work
9	Marketing strategies, Part 1	Pricing	Read lecture slides and review pricing
10	Marketing strategies, Part 2	Marketing channels	Read lecture slides and review marketing channels
11	Marketing strategies, Part 3	Marketing communications (1)	Read lecture slides and review advertisement
12	Marketing strategies, Part 4	Marketing communications (2)	Read lecture slides and review PR and promotion
13	Group work	Destination marketing (1)	Read lecture slides and prepare for group work
14	Group work	Destination marketing (2)	Mutual-evaluation of group work
15	Summary	Review of tourism marketing	Read and review lecture slides and notes
16	Examination	Written test	Prepare for the final examination