

Course Title:	Touristic Marketing
Course code:	MRKT 380
Pre-required courses:	MRKT 230
Course Level:	Eighth
Credit Hours:	3 hours
Teaching Language:	Arabic
Course Description:	
The course introduces customers' behavior in tourism and hotel sector. . Further, the course identifies factors that are affecting tourism and hotel activities within the environment.	
Course Aims:	
<ul style="list-style-type: none"> • Recognizing scientific assets and the basic concepts of tourism marketing. • Recognizing the strategy of planning and development of tourism products demands. • Recognizing the marketing components in tourism marketing. • Analyzing the behavior of customers in tourism and hotel sector. • Designing a segmented strategy for tourism and hotel market. • Applying theories studies into tourism and hotel sector. • Identifying factors that are affecting tourism and hotel activities. 	
Course Contents:	
<ol style="list-style-type: none"> 1. Introduction to tourism and hotel marketing – conception - goals – important. 2. Behavior of customers in the tourism sector. 3. Tourism and consumer supply and demand of tourism. 4. Segmentation of the hotel tourist market. 5. Tourism marketing and marketing information systems 6. Research planning and development of the tourism product. 7. Tourism product strategy. 8. Pricing strategy in the tourism product. 9. Distribution strategy in the tourism product. 10. Promotion in the tourism sector strategy. 11. E- tourism marketing. 	