

COURSE SYLLABUS

Marketing

1819-2-E1501N080

Learning objectives

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Knowledge and understanding

The course aims to give students the tools to understand how marketing activities can transform tourist destinations in real brands and they must be managed in this respect.

Through their participation at this course, students will be able to:

Know the typical tools of marketing activities;

Know how to segment potential tourist;

Understand the importance of the tools useful to transform tourist destinations in lovemarks;

Know online and offline media used to promote a tourist destination;

Learn communication tools that allow a destination to compete properly in a complicated market such as the tourist one.

Contents

The course aims to give to students the marketing and branding basis applied to destinations.

Special attention will be dedicated to communication activities that influence the destination choice.

Detailed program

Introduction to the marketing principles
Market segmentation
Tourist product life cycle
Market research
Branding of tourist destinations
Online and offline media
Communication strategy
Advertising and Public Relations for a tourism brand
Events and their influence for city reputation
Communication styles of a tourist brand

Prerequisites

None.

Teaching methods

Traditional lectures supplemented by presentation of case studies and exercises.
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Assessment methods

Written examination with open questions.

Textbooks and Reading Materials

Martini U. (a cura di), *Management e marketing delle destinazioni turistiche territoriali. Metodi, approcci e strumenti*, McGraw Hill, Milano, 2017 (chapter 10 not included).

Gabardi E. (a cura di), *Regioni e province italiane. Sette casi di comunicazione turistica*, Franco Angeli, Milano, 2011.

Gabardi E, Morganti V. (a cura di), *Musei di Milano. Lo spettacolo della cultura e della bellezza al tempo di Expo*, Franco Angeli, Milano, 2015.
