



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Marketing

1920-2-E1501N080

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#### Learning objectives

*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.

## **Assessment methods**

Written examination with six open questions, based on books

## **Textbooks and Reading Materials**

1) Ejarque J., *Destination Marketing. La nuova frontiera della promocommercializzazione turistica*, Hoepli, Milano, 2009.

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

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