



MARKETING COMMUNICATIONS MANAGEMENT IN TOURISM

Credit points:	3 CP
Study course annotation	The course is designed to study the theoretical and practical aspects of marketing communication. The course focuses on the design and management of integrated marketing communications. After completing the course, students should be able to identify the elements of marketing communications and develop an appropriate integrated marketing communications package for a given situation.
Aim of the study course	The aim of the course is to provide students with the necessary knowledge, skills and competences in the application of marketing communication to solve various business problems and promote sales.
Tasks of the study course	<ul style="list-style-type: none"> - To provide knowledge on the use of marketing communication in tourism and hospitality; - provide theoretical and practical knowledge of the types of marketing communication, tools and their use; - to provide knowledge on methods of planning, managing and evaluating the effectiveness of marketing communication and how to use them; - develop the ability to analyse problem situations from a marketing communication perspective; - develop students' ability to segment the target audience of a communication and develop an appropriate message; - develop students' competences in the use of marketing communications to solve various business problems and increase sales.
Study results	Knowledge
	1.1 Understand the types of marketing communication and the differences between them, the tools and their functions in promoting a company's sales and attracting target audiences; 1.2 Be able to describe the stages of the marketing communication management process 1.3 Understand methods of evaluating the effectiveness of marketing communication and their practical application
	Abilities
	2.1 Be able to define the purpose of marketing communication and select the means of achieving the purpose, according to the market situation and the organisation's capabilities 2.2 Be able to analyse specific business situations and develop a marketing communication plan appropriate to the market situation and target audience and manage its implementation 2.3 Be able to calculate and budget for marketing communication; 2.4 Be able to select and argue for the most effective communication channels in a given organisational situation
	Competences
	3.1 Be able to analyse a company's marketing communication and apply theoretical knowledge to a practical task; 3.2 Be able to analyse independently the information found necessary for a specific case and present it to others 3.3 Be able to defend own opinions and participate in/facilitate discussion.
Study course plan:	
No.	Topics
1.	Introduction to marketing communication. The marketing mix and types of communication
2.	The nature of integrated marketing communication.



3.	Consumers and their behaviour: marketing communication in different market models (B2C, B2B, C2C, B2G, etc.)
4.	Nature and types of advertising. Integrating advertising into the marketing communication mix. New trends and transformation of advertising
5.	Personal service and direct marketing: basic principles and types. Electronic tools in direct marketing. Evolution and emerging trends in personal selling and direct marketing
6.	Public relations: nature, characteristics and specific features of the marketing communication complex
7.	The nature and objectives of sales promotion, development trends
8.	Development and implementation of a marketing communication plan
9.	Marketing communication budget planning
10.	Evaluating the effectiveness of marketing communication
Form of final examination:	
	Differentiated written test and presentation
Mandatory literature of the study course:	
<ol style="list-style-type: none"> 1. Kenneth E. Clow, Donald Baack, Integrated Advertising, Promotion, and Marketing Communications - Pearson Education, Inc., 2002. – 638 p. 2. McCabe, Scott. Marketing Communications in Tourism and Hospitality. Concepts, Strategies and Cases. - ELSEVIER, 2009. – 300 p. 3. Praude V., Šalkovska J. Integrētā mārketinga komunikācija: reklāma, produktu realizācijas veicināšana, tiešais mārketing, interaktīvais mārketing, sabiedriskās saskarsmes, sponsorēšana, personiskā apkalpošana, izstādes. Rīga: Burtene, 2015. 2 sējumi. 	
Study course supplementary literature:	
<ol style="list-style-type: none"> 1. Godins, S. Violetā gov.- Rīga: Izdevniecības nams „Trīs”, 2008.- 208 lpp. 2. Manns I. Bezbudžeta mārketing, Rīga, Zvaigzne ABC, 2013., 232 lpp. 3. Freijjers, V. Tūrisma mārketing. Uz tirgu orientēta tūrisma mikroekonomikas un makroekonomikas pārvaldība. No vācu val. tulk. Ilze Salna, Sandra Skuja. - Rīga: Turība, 2011. - 621 lpp. 	
Periodicals and other sources of information:	
<ol style="list-style-type: none"> 1. Journal of Digital & Social Media Marketing, ISSN (web) 2050-0084. Simon Beckett, UK 2. Journal of Innovations in Digital Marketing. ISSN:2765-8341. Luminous Insights. USA (open-access) 3. Journal of Marketing Communications, ISSN: 1352-7266, Online ISSN: 1466-4445, Taylor & Francis 4. Journal of Interactive marketing, ISSN: 1094-9968 5. Journal of Travel & Tourism Marketing. Academic journal, ISSN 1054-8408. Taylor & Francis Ltd, Abington, UK 	
During the study process changes and additions to the program and the list of references are possible	