



## I. INFORMACIÓN GENERAL

<b>CURSO</b>	:	Hospitality and Tourism Marketing
<b>CÓDIGO</b>	:	HO125
<b>CICLO</b>	:	201602
<b>PROFESOR (ES)</b>	:	<b>Martínez Bertramini, Andrea Araceli</b>
<b>CRÉDITOS</b>	:	3
<b>SEMANAS</b>	:	15
<b>HORAS</b>	:	3 H (Teoría) Semanal
<b>ÁREA O CARRERA</b>	:	Hotelería y Administración

## II. MISIÓN Y VISIÓN DE LA UPC

Misión: Formar líderes íntegros e innovadores con visión global para que transformen el Perú.

Visión: Ser líder en la educación superior por su excelencia académica y su capacidad de innovación.

## III. INTRODUCCIÓN

This course is designed for students to gain an understanding of contemporary marketing practices and philosophies. The students will gain an understanding of marketing processes both in theory and application. The role and importance of marketing will be appraised within the framework of both product manufacturers, and service industries. During the semester, students will explore key concepts and functions of marketing and will be asked to apply these to a range of business contexts.

## IV. LOGRO (S) DEL CURSO

At the end of the course, students will be able to apply concepts and functions of marketing to a range of business, particularly, within tourism and hospitality industry

## V. UNIDADES DE APRENDIZAJE

### UNIDAD N°: 1 CONCEPTS AND PRINCIPLES OF MARKETING

#### LOGRO

At the end of this unit, students evaluate how current concepts and principles of marketing are applied.

#### TEMARIO

Week 1: Course overview. Core concepts: what is marketing; marketing processes

Week 2: Understanding the marketplace: customer needs, wants and demands, marketing philosophies;

Week 3: Designing a customer driven marketing strategy.

#### HORA(S) / SEMANA(S)

WEEKS 1,2 y 3

## UNIDAD N°: 2 MARKETING PRACTICES IN THE 21ST CENTURY

### LOGRO

At the end of this unit, students will be able to research and synthesize selected marketing practices in the 21st century

### TEMARIO

Week 4: The marketing environment: micro-environment; macro-environment, responding to the marketing environment.

Week 5: The marketing environment: micro-environment; macro-environment, responding to the marketing environment.

Week 6: Managing marketing information to gain customer insights: Assessing marketing information needs, Marketing research, Analysing and using marketing information Consumer markets: consumer behaviour and decision-making process.

Week 7: Managing marketing information to gain customer insights: Assessing marketing information needs, Marketing research, Analysing and using marketing information Consumer markets: consumer behaviour and decision-making process.

### HORA(S) / SEMANA(S)

WEEKS 4 ,5, 6 y 7

## UNIDAD N°: 3 CUSTOMER DRIVEN MARKETING STRATEGY

### LOGRO

At the end of this unit students will be able to analyse elements of core strategy

### TEMARIO

Week 9: Market segmentation, targeting, differentiation and positioning

Week 10: Market segmentation, targeting, differentiation and positioning

Week 11: Competitive strategy: Porter; competitor analysis; competitive strategies

Week 12: Relationship marketing: relationship levels, customer relationship management (CRM).

### HORA(S) / SEMANA(S)

Weeks 9,10,11 y 12

## UNIDAD N°: 4 Product and branding strategies

### LOGRO

Week 13: Product and branding strategies: product decisions; building strong brands. New- product development and product life-cycle strategies. Services: marketing strategies for services.

Week 14: Integrated marketing communications: advertising, PR., sales promotion, personal selling, direct marketing. Effective communication: target audience; message design; media choice.

Week 15: Final Project presentations.

### TEMARIO

Week 13: Product and branding strategies: product decisions; building strong brands. New- product development and product life-cycle strategies. Services: marketing strategies for services.

Week 14: Integrated marketing communications: advertising, PR., sales promotion, personal selling, direct marketing. Effective communication: target audience; message design; media choice.

Week 15: Final Project presentations.

### HORA(S) / SEMANA(S)

Weeks 13,14 y 15

## VI. METODOLOGÍA

This course consists of weekly lectures during which all students are expected to be present.

Students will apply the principles and theory covered in class to exercises and assignments. To gain the most benefit from the lectures, students will need to adopt an ¿active¿ role by reading references and examining relevant library material prior to the lecture.

## VII. EVALUACIÓN

### FÓRMULA

$$10\% (TA1) + 10\% (TA2) + 10\% (DD1) + 20\% (EA1) + 30\% (TF1) + 20\% (EB1)$$

TIPO DE NOTA	PESO %
TA - TAREAS ACADÉMICAS	10
TA - TAREAS ACADÉMICAS	10
DD - EVAL. DE DESEMPEÑO	10
EA - EVALUACIÓN PARCIAL	20
TF - TRABAJO FINAL	30
EB - EVALUACIÓN FINAL	20

## VIII. CRONOGRAMA

TIPO DE PRUEBA	DESCRIPCIÓN NOTA	NÚM. DE PRUEBA	FECHA	OBSERVACIÓN	RECUPERABLE
TA	TAREAS ACADÉMICAS	1	Week 6	Individual Evaluation Week 1-5	NO
TA	TAREAS ACADÉMICAS	2	Week 13	Individual Evaluation Week 6- 12	NO
DD	EVAL. DE DESEMPEÑO	1	Continuou s	Group Evaluation	NO
EA	EVALUACIÓN PARCIAL	1	Week 8	Weeks 1-7 Individual Evaluation	SÍ
TF	TRABAJO FINAL	1	Week 15	Final Project group evaluation	NO
EB	EVALUACIÓN FINAL	1	Week 16	Week 8-15	SÍ

## **IX. BIBLIOGRAFÍA DEL CURSO**

### **BÁSICA**

**ARMSTRONG, GaryKotler, Philip** (2015) Marketing : an introduction. Boston : Pearson.  
(658.8 ARMS)

### **RECOMENDADA**

**(No necesariamente disponible en el Centro de Información)**

BLYTHE, G. (2009) Key concepts in marketing. Primera. Londres. Sage Publications:  
BURKE WOOD, M. (2007) Essential guide to marketing planning. Primera. Harlow. Pearson Education:  
DANN, S. (2010) E marketing: theory and application. Primera. Basingstoke. Palgrave Macmillan:  
DE BÚRCA, S. y FLETCHER, R. (2004) International marketing - an SME perspective. Primera. Harlow.  
Prentice-Hall Financial Times:  
HASTINGS, G. (2008) Social marketing. Primera. Oxford. Butterworth Heinemann:  
LAFORET, S. (2010) Managing brands, a contemporary perspective. Primera. Maidenhead. McGraw-Hill  
Education:  
LEVENS, M. (2010) Marketing - defined, explained, applied. Primera. New Jersey. Pearson Education:  
O'MALLEY, L. y PATTERSON, M. (1999) Exploring direct marketing. Primera. Londres. Thomson  
Learning:  
SHOEMAKER, S. y SHAW, M. (2008) Marketing Essentials in Hospitality and Tourism. Primera.  
Londres. Prentice-Hall:  
STROUD, D. (2005) The 50 plus market. Primera. Londres. Kogan Page: