

<b>Faculty</b>	Arts and Humanities		
<b>Home Department</b>	Geography, Environmental Studies and Tourism		
<b>Module Topic</b>	Tourism Marketing		
<b>Generic Module Name</b>	Tourism 321		
<b>Alpha-numeric Code</b>	TOU321		
<b>NQF Level</b>	7		
<b>NQF Credit Value</b>	10		
<b>Duration</b>	Semester		
<b>Proposed semester to be offered</b>	Second Semester		
<b>Programmes in which the module will be offered</b>	BA (2101),BA Extended Programme (2612)		
<b>Year level</b>	3		
<b>Main Outcomes</b>	<p>On completion of this module, students should be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate an understanding of the tourism and hospitality business environment.</li> <li>• Discuss and explain the procedures of market segmentation, target marketing and positioning.</li> <li>• Describe and discuss the components of the marketing mix.</li> <li>• Demonstrate an understanding of the principles of destination marketing and relationship marketing</li> <li>• Discuss the application of various marketing techniques in the Western Cape.</li> </ul>		
<b>Main Content</b>	<ul style="list-style-type: none"> <li>• Tourism marketing - definitions and concepts</li> <li>• Approaches to marketing - sales, product, societal</li> <li>• The tourism business environment</li> <li>• Market segmentation, selection of target markets and positioning</li> <li>• The marketing planning process</li> <li>• The marketing mix - product, price, place, promotion</li> <li>• Destination marketing and relationship marketing</li> <li>• Western Cape marketing initiatives</li> </ul>		
<b>Pre-requisite modules</b>	TOU223 or TOU224		
<b>Co-requisite modules</b>	None		
<b>Prohibited module Combination</b>	None		
<b>Breakdown of Learning Time</b>	<b>Hours</b>	<b>Timetable Requirement per week</b>	<b>Other teaching modes that does not require time-table</b>
<i>Contact with lecturer / tutor:</i>	24	<i>Lectures p.w.</i>	1
<i>Assignments &amp; tasks:</i>	40	<i>Practicals p.w.</i>	0
<i>Practicals:</i>	0	<i>Tutorials p.w.</i>	1
<i>Assessments:</i>	6		
<i>Selfstudy:</i>	30		
<i>Other:</i>	0		
<b>Total Learning Time</b>	<b>100</b>		
<b>Methods of Student Assessment</b>	Continuous Assessment (CA): 50% Final Assessment (FA): 50%		
<b>Assessment Module type</b>	Continuous and Final Assessment (CFA)		