

**LESSON 1
MARKETING CONCEPTS**

AIM	To get acquainted with the world of Marketing	
OBJECTIVES	CONTENT	Marketing ideas, Marketing definition, Core marketing concepts.
	COMMUNICATION	To discuss about the concepts To give their own opinion To defend an argument Marketing vocabulary To make an oral presentation
	COGNITION	To understand Marketing concepts
	CULTURE	Marketing is everywhere
LEARNING OUTCOMES	At the end of the lesson students will be able to: <ul style="list-style-type: none"> • Recognize the meaning of Marketing concepts. • Use them in a proper way 	
MATERIALS NEEDED	Lesson in Power Point Activity 1: Marketing Ideas Activity 2: Tesco Activity 3: Needs, Wants And Demands Activity 4: The 20 Best Holidays With Your Dog Internet access	

LESSON 2
SERVICE CHARACTERISTICS OF HOSPITALITY & TOURISM MARKETING

AIM	To learn the service characteristics of Hospitality and Tourism Marketing	
OBJECTIVES	CONTENT	The Service Culture 4 Characteristics Of Services Management Strategies For Service Businesses Servuction
	COMMUNICATION	To make an oral presentation To take part in roleplays To take part in debates
	COGNITION	To identify the service characteristics of Hospitality and Tourism Marketing
	CULTURE	To be aware of environment
LEARNING OUTCOMES	<p>At the end of the lesson students will be able to:</p> <p>Recognize Characteristics of the services, Management Strategies for service businesses and Physical Surroundings.</p> <p>Wear a uniform in a proper way</p> <p>Create a project based on Physical surroundings</p>	
MATERIALS NEEDED	<p>Lesson in Power Point</p> <p>Activity 1: Characteristics of the services Activity 2: Management Strategies for service businesses Activity 3: Employee uniform and costumes Activity 4: Physical Surroundings Activity 5: "Greening" of the Hospitality Industry : " Mensaje en una botella" Activity 6: "Greening" of the Hospitality Industry: "Hairdryer at Stansted Airport"</p> <p>Internet access</p>	

LESSON 3
THE ROLE OF MARKETING IN STRATEGIC PLANNING

AIM	To learn how to do strategic planning	
OBJECTIVES	CONTENT	The aim of strategic planning Four major organizational levels
	COMMUNICATION	To make an oral presentation To take part in roleplays To take part in debates
	COGNITION	To apply the logic of strategic planning
	CULTURE	Using their own idea of planning
LEARNING OUTCOMES	At the end of the lesson students will be able to: Plan business strategies	
MATERIALS NEEDED	Lesson in Power Point Activity 1: Four major organizational levels Activity 2: Ireland Internet access	

LESSON 4
THE MARKET ENVIRONMENT

AIM	To learn how to go in the right direction in Marketing topics	
OBJECTIVES	CONTENT	The Market Microenvironment The Market Macroenvironment Responding to the Marketing environment
	COMMUNICATION	To make an oral presentation To take part in debates
	COGNITION	Understanding the Market environment influence
	CULTURE	Cultural implications on the topics and debates
LEARNING OUTCOMES	At the end of the lesson students will be able to: Link Macroenvironment to Microenvironment	
MATERIALS NEEDED	Lesson in Power Point Activity 1: Microenvironment / Actors Activity 2: Macroenvironment / Seven Major Forces Internet access	

LESSON 5
MARKETING INFORMATION SYSTEMS AND MARKETING RESEARCH

AIM	To research Marketing information systems	
OBJECTIVES	CONTENT	The Marketing Information system
	COMMUNICATION	To make an oral presentation
		To take part in a roleplay
		To take part in a debate
COGNITION	Understanding the information system process	
CULTURE	To accurate information given, analyze it and evaluate it	
LEARNING OUTCOMES	At the end of the lesson students will be able to: Prepare and analyse surveys	
MATERIALS NEEDED	Lesson in Power Point Activity 1: Internal Sources Activity 2: External Sources Internet access	

LESSON 6
MARKET SEGMENTATION, TARGETING AND POSITIONING

AIM	Learning Market segmentation, targeting and positioning	
OBJECTIVES	CONTENT	<p>The Market.</p> <p>Three Steps of the Target Marketing Process.</p> <p>Market Segmentation.</p> <p>Evaluating Market Segments.</p> <p>Selecting Market Segments.</p> <p>Market Positioning.</p>
	COMMUNICATION	<p>To make an oral presentations</p> <p>To take part in debates</p> <p>To take part in roleplays</p>
	COGNITION	To be concious of segmenting a market
	CULTURE	<p>Impact of people who fear of flying</p> <p>Knowledge of transport by their own experience</p>
LEARNING OUTCOMES	<p>At the end of the lesson students will be able to:</p> <p>Segment Markets</p>	
MATERIALS NEEDED	<p>Lesson in Power Point</p> <p>Activity 1: People fear of flying</p> <p>Activity 2: Segmentation /British Airways Vs. Easyjet (1st Part)</p> <p style="padding-left: 40px;">People Flying from Barcelona to London</p> <p>Activity 3: Segmentation /British Airways Vs. Easyjet (2nd Part)</p> <p style="padding-left: 40px;">People Flying from Barcelona to London</p> <p>Activity 4: Segmentation /British Airways Vs. Easyjet (3rd Part)</p> <p style="padding-left: 40px;">People Flying from Barcelona to London. A different service?</p> <p>Internet access</p>	

LESSON 7 MARKETING PLAN

AIM	To learn how to do a Marketing Plan	
OBJECTIVES	CONTENT	Purpose of a Marketing Plan Tips for writing the executive Summary Corporate Connection Environmental Analysis Segmentation and Targeting. Action: Segmentation and Targeting Next Year's Objectives and Quotas Action Plans: Strategies and Tactics Resources needed to Support Strategies and meet objectives Marketing Control Presenting and Selling the Plan Preparing for the future
	COMMUNICATION	To make oral presentations To take part in a roleplay To take part in a debate
	COGNITION	Understanding the S.W.O.T. Analysis
	CULTURE	Comparison through their own experience
LEARNING OUTCOMES	At the end of the lesson students will be able to: Do a Marketing Plan of a Tourist destination	
MATERIALS NEEDED	Lesson in Power Point Activity 1: The boat race with no river Activity 2: A Marketing Plan quiz Internet access	

LESSON 8
MARKETING PLAN : PRODUCT

AIM	To learn how products are designed and created	
OBJECTIVES	CONTENT	<ol style="list-style-type: none"> 1. Product 2. Product Levels 3. Product Considerations 4. Reasons Companies use Brands and Identify the major branding decisions 5. New Product Development 6. Product Life-Cycle Stages
	COMMUNICATION	<p>To take part in oral presentations</p> <p>To take part in debates</p>
	COGNITION	Understanding the reason why there are different products and services
	CULTURE	Their experience as tourists, users and buyers.
LEARNING OUTCOMES	<p>At the end of the lesson students will be able to:</p> <p>Create a tourist product</p>	
MATERIALS NEEDED	<p>Lesson in Power Point</p> <p>Activity 1: New Airbus 380</p> <p>Activity 2: New Airbus 380 / Singapore Airlines</p> <p>Activity 3: New Airbus 380 / Singapore Airlines</p> <p>Activity 4: Diet Coke Plus and Coca-Cola with orange</p> <p>Internet access</p>	

LESSON 9
MARKETING PLAN : PRICING PRODUCTS, PRICING CONSIDERATIONS,
APPROACHES & STRATEGY

AIM	To learn how price can affect in the consumers' decision	
OBJECTIVES	CONTENT	<p>Factors to Consider When Setting Price : Internal factors and External factors</p> <p>General Pricing Approaches</p> <p>Pricing Strategies</p> <p>Other pricing considerations</p> <p>Price Changes</p>
	COMMUNICATION	<p>To take part in oral presentations</p> <p>To take part in debates</p>
	COGNITION	Understanding the reason why there are products and services with different prices
	CULTURE	Their experience as tourists, users and buyers.
LEARNING OUTCOMES	<p>At the end of the lesson students will be able to:</p> <p>Price tourist products</p>	
MATERIALS NEEDED	<p>Lesson in Power Point</p> <p>Activity 1: Factors to consider when setting price: Internal factors</p> <p>Activity 2: International student Identity Card</p> <p>Activity 3: Sta Travel. Blue Ticket</p> <p>Internet access</p>	

LESSON 10
MARKETING PLAN : DISTRIBUTION CHANNELS

AIM	To learn how distribution channels can affect in the consumers' decision	
OBJECTIVES	CONTENT	<ol style="list-style-type: none"> 1. Nature of Distribution Channels. 2. Reasons that marketing intermediaries are used. 3. Distribution Channel Functions. 4. Number of Channel levels. 5. Marketing Intermediaries. 6. Internet. 7. Channel Behaviour. 8. Channel Organization. 9. Channel management decisions. 10. Business location.
	COMMUNICATION	<p>To make oral presentations</p> <p>To take part in debates</p> <p>To take part in roleplays</p>
	COGNITION	Understanding the reason why there are products and services with different distribution channels
	CULTURE	Their experience as tourists, users and buyers.
LEARNING OUTCOMES	<p>At the end of the lesson students will be able to:</p> <p>Communicate in a proper way</p>	
MATERIALS NEEDED	<p>Lesson in Power Point</p> <p>Activity 1: Londontown.com</p> <p>Activity 2: Expedia.com</p> <p>Internet access</p>	

LESSON 11
MARKETING PLAN : PROMOTING PRODUCTS: COMMUNICATION AND PROMOTION POLICY AND ADVERTISING

AIM	To learn how communication can affect in the consumers' decision	
OBJECTIVES	CONTENT	1. The Communication Process 2. Establishing the Total Marketing Communications Budget 3. Major Decisions in Advertising
	COMMUNICATION	To make oral presentations To take part in debates To take part in roleplays
	COGNITION	Understanding the communication proce
	CULTURE	Their experience as tourists, users and buyers.
LEARNING OUTCOMES	At the end of the lesson students will be able to: Communicate in a proper way	
MATERIALS NEEDED	Lesson in Power Point Activity 1: Scotland, the best small country in the world Activity 2: "Yorky, It's not for girls" Activity 3: Southwest Airlines Internet access	