

TRAV 2207 - TRAVEL AND TOURISM (3 credits)

Marketing for the Travel, Tourism and Meeting Industries

Travel, tourism and meeting industries marketing principles. Includes market research, market segmentation and current trends, along with strategies, positioning and marketing objectives. Students develop an industry marketing plan.

Upon successful completion of the course the student should be able to do the following:

1. Identify and research marketing strategies, techniques and current trends within the travel, tourism and meeting industries.
2. Analyze current travel, tourism and meeting products and trends.
3. Select and evaluate target markets in order to position the travel, tourism and meeting products within the marketplace.
4. Create an effective marketing strategy.
5. Develop and present a marketing plan.
6. Identify various modes of industry promotional communication.
7. Recognize the core elements of marketing.
8. Analyze marketing opportunities.
9. Identify new product development and partnership opportunities within the travel, tourism and meeting industries.
10. Evaluate the results of a marketing plan.

Topical Outline:

1. **Marketing careers.**
2. **Marketing research.**
3. **Market segmentation and trends.**
4. **Strategies, positioning and marketing objectives.**
5. **Marketing plan development.**
6. **Product development and partnership.**
7. **Communication and the promotional mix.**
8. **Advertising.**
9. **Marketing plan evaluation.**