Course title: Global Strategic Marketing

**Instructor:** Eran Ketter, PhD

**Credit hours:** 2

**Year:** 1, **Semester:** A

**Course objectives:**

The course provides conceptual understanding and practical know-hows on global strategic marketing in the international tourism industry. Emphasis will be placed on the role of international tourism marketing managers in the development of a global marketing and competitiveness strategy for a variety of markets in diverse cultural, political, and economic situations. The course will go along the process of developing a global strategy, enhancing global competitiveness, internationalization strategies, target market analysis and opening a new source market, with a strong focus on China and the EMEA region.

**Schedule of lessons:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Lesson #** | **Topic** | **Details** | **Reading assignments** |
| 2-3 | Strategic marketing in global markets | Strategic marketing management, market analysis, product analysis, product development, developing a global strategy, market segmentation | 1, 2, 3 |
| 4-5 | Global competitiveness | Porter's five forces framework, Travel and Tourism Competitiveness Index, strategies to enhance competitiveness | 4 |
| 6 | Tourism trade fairs | Key global events, sellers and buyers, preparing for participation |  |
| 7 | The internationalization process | Growth drivers, international strategy, lean entry mode, growing investment, full operation | 5 |
| 8-9 | Global marcom | International marketing plan, marketing mix development, marketing channels, marketing agencies, localized campaign, local partnerships, relationship marketing | 6 |
| 10 | China outbound market | Segments and characteristics, consumer behavior and market trends | 7 |
| 11 | EMEA outbound markets | Segments and characteristics, consumer behavior and market trends | 8 |
| 12-13 | International market development in the hospitality, aviation and the cruise industries | Market analysis, market penetration strategies, market development | 9 |

**Grading scale:**

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| --- | --- |
| **Assignment** | **Percentage of final grade** |
| Case study presentation | 25% |
| Concluding assignment | 75% |
| **Total** | **100%** |

**Main bibliography:**

1. Kotler, P. Keller. 2012. *Marketing Management* (14th edition). New Jersey: Prentice Hall. Chapter 17: Designing and managing integrated marketing communications, pp. 474-494.
2. European Travel Commission (2021). Monitoring Sentiment for Domestic and Intra-European Travel. Brussels: European Travel Commission.
3. Marketing personas guide:  
   https://player.fm/series/the-science-of-social-media-2391656/the-complete-actionable-guide-to-marketing-personas
4. Kotler, P. Keller. 2012. *Marketing Management* (14th edition). New Jersey: Prentice Hall. Chapter 11: Competitive dynamics, pp. 298-308.
5. Tourism Australia (2017). Tourism Australia corporate plan: 2017-2021. <http://www.tourism.australia.com/content/dam/assets/document/1/6/x/6/a/2002546.pdf>
6. Egan, J. (2019). *Marketing communications* (2nd edition). London: Sage. Chapter 20: global marketing communications, pp. 359-370.
7. Visit Britain (2018). *China: Market and Trade Profile*. Published 1 November on: <https://www.visitbritain.org/sites/default/files/vb-corporate/markets/visitbritain_marketprofile_china_nov2018.pdf>
8. PWC (2018). *Best placed to grow? European cities hotel forecast for 2018 and 2019*. <https://www.pwc.com/gx/en/hospitality-leisure/assets/european-cities-hotel-forecast-2018-2019.pdf>
9. Horwath HTL (2019). *European Chains & Hotels Report 2019*. <https://corporate.cms-horwathhtl.com/wp-content/uploads/sites/2/2019/03/HTL_2019_EU_CHAINS-2.pdf>

**Secondary bibliography:**

1. Vellas, F. (2016). *The international marketing of travel and tourism: A strategic approach*. Macmillan International Higher Education.
2. De Mooij, M. (2018). *Global marketing and advertising: Understanding cultural paradoxes*. SAGE Publications Limited.
3. Zimmerman, A., & Blythe, J. (2017). *Business to business marketing management: A global perspective*. Routledge.
4. Moutinho, L., & Vargas-Sanchez, A. (Eds.). (2018). *Strategic Management in Tourism*. Cabi.
5. Kotler, P. Keller. 2012. *Marketing Management* (14th edition). New Jersey: Prentice Hall. Chapter 8: Identifying market segments and targets, pp. 212-230.