COURSE TITLE: Business and Marketing
IDENTIFICATION: 44119 – ENG
CREDITS: 10
COORDINATOR: PROFESSOR ROBERTA GARIBALDI

COURSE PROFESSORS: PROFESSOR RICHARDS GREG
PROFESSOR TERRY STEVENS
PROFESSOR DANIELA ANDREINI

COURSE TITLE: Tourism Marketing Management
IDENTIFICATION: 44017-ENG
CREDITS: 5
COORDINATOR: PROFESSOR DANIELA ANDREINI

COURSE PROFESSORS: PROFESSOR TERRY STEVENS

DIGITAL MARKETING
n. of credits: 2,5

COURSE PROFESSOR: PROFESSOR DANIELA ANDREINI
Associate Professor in Marketing Management
Visiting Professor Cross-cultural Marketing, University of Washington

COURSE DESCRIPTION: This course focuses on the digital marketing plans and communication activities, organizations in the tourism industry (hospitality, transportation, entertainment companies and destination brand organizations) have to develop to satisfy the new generation tourists’ needs and requirements.

The course will cover the impact of digital technologies on the tourism industry and its businesses, considering also the changes in tourists’ needs and ways to consume the touristic experiences. A digital marketing plan will provide the main guidelines to develop alternatives digital strategies, according to different touristic businesses (hospitality, transportation, entertainment companies and destination brand organizations). Accordingly, the course will revise the main digital marketing activities tourism managers have to develop: offerings, channel distribution, pricing and communication. A case study on a specific hospitality structure will help the students to strengthen their theoretical knowledge.

The second part of the course will focus on communication: consumer experience thought touristic websites and applications, a campaign digital media (owned, earned and paid media) and the advertising channels (search engines, eWOM and networks). A specific case study on social media marketing will engage students on one of the main marketing topics for managers of tourism industry.

COURSE OBJECTIVES:
This course aims at developing students’ ability to understand:
- the strategic role of digital marketing in the tourism industry
- the web 2.0 customers and tourists
- the interpretation and implementation of a digital marketing plan in tourism industry
- the analysis of practical situations and preparing and presenting recommendations for a better
digital strategy.

Metodology
This course is based on a group-learning methodology, which requires cooperation among
students and individual commitment. One of the aims of this course is to improve students’
cognitive abilities, critical evaluation of the given task and ability to work with others.

Course requirements
- active participation in class case discussions and in general discussions;
- reading papers in advance
- final exam question.

Accordingly your grade will be based on:
50% Group Work: case studies solutions: logical flow and structuring of the content, language and
presentation, quality of theoretical and managerial considerations, the extent to which the group
was able to go beyond the suggested literature
50% Individual Exam

Resources
HBS Case Studies can be bought following this link: https://cb.hbsp.harvard.edu/cbmp/access/36686068

Papers and reading are also available in our library database http://servizibibliotecari.unibg.it/index.htm

Supplementary Readings:
Cap. 1,2,4,5,9

Additional readings:

Course Webpage:
<table>
<thead>
<tr>
<th>CLASS</th>
<th>TOPICS</th>
<th>Tasks</th>
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<tbody>
<tr>
<td>April 21 3-6 pm</td>
<td><strong>Online Digital Strategy</strong>  - Market and product development  - Business and revenue strategies  - Target Marketing Strategy  - Positioning and differentiation strategy  - Customer engagement and social media strategy  - Multichannel Distribution  - Online communication Mix and budget  - Organizational capabilities and governance</td>
<td><strong>Case Study Discussion Le Cerf de Tremblant</strong>  The instructor will provide questions on the case study during the previous class. Answers to questions (WORD document sent by email to the instructor prior to class)  Readings:  Chaffey D., Ellis-Chadwick F., Johnston K., Mayer R. (2012) “Digital Marketing: Strategy, Implementation and Practice” Ed. Financial Times Prentice Hall  Cap. 4</td>
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| April 28 3-6 pm | **Digital Media Channels:**  
|                | - search engine marketing  
|                | - online public relations  
|                | - online partnership  
|                | - interactive display advertising  
|                | - opt-in e-mail marketing and SMS  
|                | - social media marketing  
|                | **Cap. 5**  
|                | **Case Study Discussion Managing Online Reviews on Tripadvisor**  
|                | *The instructor will provide questions on the case study during the previous class. Answers to questions (WORD document sent by email to the instructor prior to class)*  
|                | **Readings:**  
|                | Cap. 9 |