Course Syllabus

Department: Department of Business

Date: January 19, 2013

I. Course Prefix and Number: BUS 225

Course Name: Destination Marketing

Credit Hours and Contact Hours: 3 credit hours – 3 contact hours

Catalog Description including pre- and co-requisites: supporting data required for grade prerequisite of ‘C’ or higher.

This course is designed to provide an in-depth study of the variety of organizations and strategies utilized to market a destination. The student will study marketing management as it relates to a destination. The student will be exposed to the structures of destination marketing organizations, funding sources, and operations. There will be opportunities for the student to apply marketing management theory, utilizing authentic destination/marketing organizational models. This course provides an understanding of the various careers in destination marketing organizations.

Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

This is a required course for Associate in Science Tourism Studies and for the Associate in Applied Science Tourism Management. It serves as a Business elective in all Business degree programs and a General elective in all other degree programs.

II. Course Student Learning Outcomes: State the student learning outcome(s) for the course (e.g. Student will be able to identify…) 

- Define destination marketing and the differences with other types of marketing
- Demonstrate the ability to comprehend, interpret, analyze and evaluate college level materials.
- Identify and explain the major differences between the five levels of destination marketing
- Apply destination marketing concepts in authentic destination
- Define the various segments targeted by destination marketing organizations
- Describe and recognize the differences with the destination marketing organization’s interactions with meeting planners and group tour planners.
- Determine the importance of a national destination marketing strategy
- Describe the pivotal role the Internet plays in destination marketing
- Explain the role of professional associations in destination marketing
- Recognize the various destination marketing career opportunities.
College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

- [x] writing  - [x] computer literacy
- [ ] oral communications  - [x] ethics/values
- [x] reading  - [ ] citizenship
- [ ] mathematics  - [x] global concerns
- [x] critical thinking  - [x] information resources

III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>eg: writing</td>
<td>eg: student will complete a research paper</td>
</tr>
<tr>
<td>Reading</td>
<td>Tests, Quizzes and homework assignments</td>
</tr>
<tr>
<td>Information resources, Computer literacy, Critical thinking, Reading, Writing (ability to submit and revise)</td>
<td>Current topic assignments, class discussions</td>
</tr>
<tr>
<td>Information resources, Computer literacy, reading, Ethics, Critical thinking</td>
<td>Destination Marketing Association International research project</td>
</tr>
<tr>
<td>Global Concerns</td>
<td>Case studies and assignments focusing upon importance of destination marketing in foreign countries</td>
</tr>
<tr>
<td>Information Resources, Computer literacy, writing (ability to submit and revise), Reading and Critical thinking</td>
<td>In-depth, comprehensive research paper</td>
</tr>
</tbody>
</table>

IV. Instructional Materials and Methods

Types of Course Materials:

- Professional Association Publications
- Internet resources
- Current Periodicals
Methods of Instruction (e.g. Lecture, Lab, Seminar …):

Lecture
Written Assignments
Group Projects
Case Study Analysis
Authentic Projects/Assignments
Discussions
Internet
Guest Speakers

V. General Outline of Topics Covered:

Components necessary to market a destination.

The role of convention centers in destination marketing.

The theory of facilitator services.

The historical development of destination marketing organizations.

The role of destination marketing organizations in Tourism.

The organization and management of a Destination Marketing Organization.

The various levels of destination marketing

The various funding sources of Destination Marketing Organizations.

The visitor markets (Convention and Tourism) and their economic importance.

The dynamics of sales

Salesmanship skills

The development and implementation of marketing plans.

The utilization of an advertising agency to achieve destination marketing goals.

The opportunity to apply Destination Marketing theory to an authentic destination model.

The role of a national destination marketing organization in a country’s economic plan.