

Sample Course Description

Prof.Dr. Arjeta Troshani

Faculty: Faculty of Economy

Study program: Scientific Master in Sustainable Tourism Management

Course Title: International Tourism Marketing

Course Credits: 8 ECTS

Language of Instruction: Albanian/English

Course Description: International Tourism Marketing is designed to address the many challenges that tourism business executives are facing in today's environment, specifically with the application of marketing concepts in international tourism. This program is oriented by modern marketing theory with application in the tourism sector. It includes not only marketing management strategies in tourism but also the processes and tools to implement these strategies and tactics in tourism businesses. The program includes a series of tourism marketing plans in which planning tools are used to design marketing strategies and tactics applied to tourism business problems.

Course Goals: Among the goals, students will be prepared to more reliably demonstrate the ability to:

1. Assess COVID and post-COVID marketing strategies for hospitality businesses.
2. Discuss the delicate issue of consumer data privacy and how tourism companies can leverage customer data without breaking laws or violating trust.
3. Articulate how hospitality companies can use marketing and communication to navigate crises and disasters.

Course Requirements: It is necessary to attend 75% of the seminars, to be active in the discussions in the seminars and to prepare two course assignments.

Grading: The final grade is composed by:

Paper presentation 40 points

Final written exam 60 points

Course Schedule: The course lasts for 15 weeks. Course frequency: 3 lectures and 2 seminars per week

The Schedule of Activities is subject to change.