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	TR356 - INTERNATIONAL PROMOTION IN TOURISM - Turizm Fakültesi - Turizm Rehberliği Bölümü
	General Info
	Objectives of the Course
	The aim of the course is to provide students with the knowledge and skills about the international promotion of the Mediterranean basin by providing them with information about the concepts, organisations, promotion audience identification and segmentation processes etc. related to international promotion in tourism.
	Course Contents
	Communication, communication process, marketing communication, marketing communication mix elements, market segmentation, concepts related to destination, promotional instruments, promotional organisations in Turkey and Mediterranean countries.
	Recommended or Required Reading
	1. Evcin, E. (2020). Türkiye’de Turizm ve Tanıtma (Tarihî İncelemeler). Ankara: Kültür ve Turizm Bakanlığı (2003). Turizmde Tanıtma. Ankara: Detay Yayıncılık. 3. Turkey Tourism Promotion and Development Agency of Culture and Tourism, General Directorate of Promotion Web Page 6. Cappadocia Region (Nevşehir) Tour Cappadocia Region (Nevşehir). 2021-2025 Tourism Promotion Strategy and Action Plan 8. Ömer Çoban Le
	Planned Learning Activities and Teaching Methods
	Lecture, Question-Answer, Discussion
	Recommended Optional Programme Components
	In order for students to better understand the topics covered in the course, it is recommended that they research between the target audience and the appropriate effective promotional strategy, follow digital promotional promotional activities implemented by different countries and agencies.
	Instructor's Assistants
	There is no teaching assistant for this course.
	Presentation Of Course
	The course will be conducted through face-to-face education, and lecture, question-answer, and discussion materials will be used during the lecture.
	Dersi Veren Öğretim Elemanları
	Assoc. Prof. Dr. Ömer Çoban
	Program Outcomes
	<ol style="list-style-type: none"> 1. Can define the basic concepts of international promotion process in tourism 2. Gains knowledge of the tools used in the promotion process 3. Have knowledge about promotional organisations and successful promotional activities 4. Can plan and execute promotional campaigns
	Weekly Contents