

ST1110 - MARKETING IN HEALTH TOURISM - Kozaklı Meslek Yüksekokulu - Yönetim ve Organizasyon Bölümü
General Info

Objectives of the Course

The aim of this course is to provide students with knowledge and skills in the promotion of health services in international markets, patient referral processes, destination and brand management, digital marketing tools, patient satisfaction and experience, ethical and legal regulations, and competitive advantage by comprehensively addressing marketing strategies in the health tourism sector.

Course Contents

This course covers the basic principles of marketing in the health tourism sector, covering topics such as global health tourism markets, target audience analysis, brand and destination management, digital marketing strategies, patient referral and experience management, service quality, ethics and legal regulations, and international competition.

Recommended or Required Reading

1. Kozak, N. (2008). Tourism Marketing. Ankara: Detay Publishing. 2. Lecture Notes

Planned Learning Activities and Teaching Methods

Lecture Method, Question-Answer, Discussion

Recommended Optional Programme Components

In order for students to better understand this course, it is important that they follow current trends and marketing strategies in the health tourism sector, make evaluations based on case studies and real-world examples, examine digital marketing tools, and actively participate in class discussions.

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 methods will be used. In addition, visual and digital materials will be used during the lecture.

Dersi Veren Öğretim Elemanları

Inst. Ecem Tezgel Çoban

Program Outcomes

1. analysis of supply and demand data related to health tourism and acquire managerial skills related to market
2. To be able to have theoretical and practical up-to-date knowledge in the field of health tourism
3. Can establish the relationship between health tourism types and marketing.

Weekly Contents

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
1	Textbook		Narration and Discussion Method	Tourism marketing general review	
2	Textbook		Narration and Discussion Method	Distribution in Tourism Marketing	
3	Textbook Textbook		Narration and Discussion Method Narration and Discussion Method	Distribution in Tourism Marketing	
4	Textbook		Narration and Discussion Method	Price in Tourism Marketing	
5	Textbook		Narration and Discussion Method	Price in Tourism Marketing	
6	Textbook		Narration and Discussion Method	Promotion in Tourism Marketing	
7	Textbook		Narration and Discussion Method	Promotion in Tourism Marketing, General review before the midterm exam	
8				Midterm	
9	Textbook		Narration and Discussion Method	Human in Tourism Marketing	
10	Textbook		Narration and Discussion Method	Human in Tourism Marketing	
11	Textbook		Narration and Discussion Method	Physical Evidence in Tourism Marketing	
12	Textbook		Narration and Discussion Method	Physical Evidence in Tourism Marketing	
13	Textbook		Narration and Discussion Method	Processes in Tourism Marketing	
14	Textbook		Narration and Discussion Method	Electronic Marketing in Tourism	
15	Textbook		Narration and Discussion Method	General review before the final exam	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	1,00
Final	1	1,00
Derse Katılım	14	3,00
Ara Sınav Hazırlık	1	5,00
Final Sınavı Hazırlık	1	5,00
Teorik Ders Anlatım	14	3,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00

