COURSE DESCRIPTION

1. GENERAL

SCHOOL	ECONOMIC SCIENCES
DEPARTMENT	TOURISM
LEVEL	Undergraduate

COURSE CODE	MKT140	**SEMESTER**	6th
COURSE TITLE	Digital Marketing and Tourism		

INDEPENDENT TEACHING ACTIVITIES	**WEEKLY TEACHING HOURS**	**ECTS**
Lectures	4	5

COURSE CATEGORY	Specific Background
COURSE TYPE	Elective
PREREQUISITES	-
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek
THE COURSE IS OFFERED TO ERASMUS STUDENTS	
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1215/
ECLASS	https://opencourses.ionio.gr/courses/DTO215/

2. TEACHING RESULTS

Teaching Results

- To help students obtain the theoretical background of digital marketing and understand its main concepts and theories.
- To help students understand the importance of digital marketing in the modern corporate environment.
- To help students familiarize themselves with the application of main digital marketing concepts and theories in real life case studies.
- To help students understand the importance of digital marketing in the modern corporate environment of hospitality and tourism.

General Skills

3. CONTENT

The module aims to introduce students to the main principles and concepts of digital marketing, as well as their application in the modern corporate environment, by connecting theory and practice. Principles and concepts that will be introduced and discussed during the module include, inter alia, direct marketing (traditional and new), online marketing (websites, online advertising, email marketing and viral marketing), social media marketing (use, advantages and management), and mobile marketing. Finally, the module will present multiple tourism and hospitality case studies, in order to explain how the principles have been applied so far in the field.

Week 1: The importance of Digital Marketing in Tourism

Week 2: Introduction and Basic Concepts of Digital Marketing

Week 3: Connected Customers and Digital Subcultures

Week 4: The new customer journey

Week 5: Case Study/ Assignment Support Seminar

Week 6: First Presentations (Storyboards)

Week 7: Guest Speaker Presentation

Week 8: KPIs for digital campaigns

Week 9: Case Study/ Assignemnt Support Seminar

Week 10: Human-centered Marketing

Week 11: Content Marketing

Week 12: Final Presentations

Week 13: Course Summary/ Assignment Support Seminar

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	The course includes the use of video and multimedia.
TEACHING STRUCTURE	Activity — Semester Workload Lectures — 52 Literature Study and Analysis — 73 **Course Total** (ECTS: 5) — **125**
EVALUATION OF STUDENTS	The evaluation of the course is done through a group assignment (written and oral).

5. BIBLIOGRAPHY

Kartajaya, H., Kotler, P., & Setiawan, I. (2016). *Marketing 4.0: moving from Traditional to Digital*. John Wiley & Sons.