

COURSE OUTLINE			
TERM: Spring 2025		COURSE NO: TOUR 328	
INSTRUCTOR:		COURSE TITLE: International Destination Marketing	
OFFICE:	LOCAL:	SECTION NO(S):	CREDITS: 3.0
E-MAIL:	@capilanou.ca		
OFFICE HOURS:			
COURSE WEBSITE:			

Capilano University acknowledges with respect the Liłwat7úl (Lil'wat), x^wməθk^wəyəm (Musqueam), shísháłh (Sechelt), Sḵwǝwú7mesh (Squamish), and Səlílwətaʔ/Selilwitulh (Tseil-Waututh) people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITE

60 credits of 100-level or higher coursework including TOUR 112 or BMKT 161 or BMKT 203

CALENDAR DESCRIPTION

Students will learn and apply destination marketing and management knowledge in an international context. This will involve understanding the impact of changing market conditions and competitive pressures and being able to develop strategies and plans to capitalize on opportunities. International case studies will provide the students with a broad overview of current examples of effective destination marketing and management.

REQUIRED TEXTS AND/OR RESOURCES

None: Readings will be provided. Additional readings may be assigned during class in advance of future classes.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- Understand the role of destination marketing in the highly competitive global marketplace.
- Understand the role and techniques of strategy and planning in international destination marketing.
- Describe the role of destination marketing organizations in developing and marketing their regions and/or countries on the international stage.
- Understand the dynamics of changing market conditions through utilizing research and trend analysis data on travelers and travel influencers.

- Understand the role of destination branding in international tourism marketing from brand audits through implementation.
- Demonstrate an understanding of the relationship between destination sales, customer service and promotion applications.
- Understand the distribution system of international destination marketing, including the role of travel intermediaries.
- Demonstrate knowledge of digital and interactive marketing principles, including the growing importance of social networking in influencing travel.
- Understand the importance of product strengths and weaknesses, including product development strategies and capacity considerations.
- Identify the purpose and role of marketing alliances to deliver global competitive advantage.

COURSE CONTENT

TOPICS	REQUIRED READING
<p>Introduction</p> <ul style="list-style-type: none"> • Course Content • Marketing Definitions • Components of a Marketing Plan • Destination Marketing Structures <p>Strategy and Marketing</p> <ul style="list-style-type: none"> • Context and Stakeholders • Perspectives on Strategy • A Marketing Strategy Framework • Branding and Strategy • Strategy and Planning <p>Partnership / Alliance Marketing</p> <ul style="list-style-type: none"> • Selected Study • Networks and Strategy <p>Selected Destination Marketing Strategies</p> <ul style="list-style-type: none"> • City Level • Provincial/State Level • National Level <p>Understanding International Market Conditions</p>	<p>In Class Exercise: Strategy Framework</p> <p>In-Class Exercise: Market Assessment Decision-making Process</p> <p>In-Class Exercise: Market Segmentation, Targeting and Positioning</p> <p>Assignment 1a Reading Reviews</p>

<ul style="list-style-type: none"> • Customer Dynamics • Economic Issues • Competitive Pressures <p>Data Sources and Market Analysis</p> <ul style="list-style-type: none"> • Sectoral • Regional • Performance Metrics <p>Marketing Strategy</p> <ul style="list-style-type: none"> • Selected Studies • Assignment Options and Selections 	
<p>Strategy Presentations</p> <ul style="list-style-type: none"> • Selected Topics <p>International Promotions, Sales and Service</p> <ul style="list-style-type: none"> • Branding • Sales Cycle • Changes in destination Marketing • Shifting control from seller to buyer <p>Interactive / Digital Marketing</p> <ul style="list-style-type: none"> • Strategy • Execution • Selected Case Studies <p>Selected Marketing Case Studies</p> <ul style="list-style-type: none"> • Planning • Implementation 	<p>Assignment 1b Reading Reviews</p> <p>Assignment 2: Marketing Strategy Presentations</p> <p>In-Class Exercise: Branding - Essence, Imagery and Engagement</p> <p>Assignment 3: Market Audits and Comparative Analysis</p> <p>In-Class Exercise: Interactive / Digital Marketing</p> <p>Assignment 1c Reading Reviews</p>
<p>Product Development</p> <ul style="list-style-type: none"> • Destination strengths and weaknesses • Authenticity • Carrying capacity 	<p>Assignment 4: Marketing Plans</p> <p>Assignment 5: Digital / Interactive Presentations</p>
<p>Exam</p>	

EVALUATION PROFILE

Assignment 1a, 1 b, 1 c: Reading Reviews	(3 x 5%) 15%
Assignment 2: Strategy Presentation	15%
Assignment 3: Market Audits and Comparative Analysis	15%
Assignment 4: Marketing Plan	20%
Assignment 5: Digital/ Interactive Presentations	20%
Exam	15%
Total	100%

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

*** Accommodations can be made to honour community needs and traditional practices.

Attendance

Students are expected to attend all classes and associated activities.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note taking only.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-services/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.