The module provides a structure based on marketing principles and then develops the structure, manifestations, delimitation and peculiarities of tourism marketing. The student learns the marketing conception, planning, segmentation, positioning, communication and distribution as a strategic approach of marketing with a deepening of eMarketing and social media marketing. In particular, they will discuss: structure, manifestations and peculiarities of tourism - marketing; Digital marketing measures, strategic fields of application and controlling; Digital marketing tools, mobile marketing and performance marketing; Social media marketing, de-marketing; The course empowers students to plan, design, and control digital marketing activities, as well as to assess the associated tools and balance their use in practice. Knowledge and conceptual differentiation of Green Marketing, Sustainable Marketing and Sustainability Communication.

The course discusses sustainable corporate governance in the field of marketing from a scientific and practical perspective. Along the steps of the decision-oriented management approach (goals, strategies, implementation, control), in particular case studies from both science and practice should be worked on and ensure a holistic perspective. Incl. a one-day Design Thinking Workshop.

The course also includes a several day deepening on market research with market research foundations for empirical qualitative and quantitative surveys as well as online research. The focus of an exercise is on the qualitative data analysis with appropriate software.
This module handles with content that could be brought into a line with the following sustainable development goals (SDG):

- 5. Gender equality
- 8. Decent work and economic growth
- 9. Industry, Innovation, and Infrastructure
- 10. Reducing inequalities

<table>
<thead>
<tr>
<th>Goals:</th>
<th>percentage</th>
<th>indexing DQR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional skills</td>
<td>knowledge</td>
<td>The students have a broad integrated marketing knowledge including the scientific basis and the current technical problem in the tourism industry. The students have a wide range of methods, which are founded in the field of empirical social research as well as in marketing and can develop a solution for current problems in the team. At the same time, students reflect on marketing strategies related to sustainable business alignment.</td>
</tr>
<tr>
<td></td>
<td>skills</td>
<td>Examination of scientific, theoretical research approaches and their possible solution application to current problems of marketing. Different communication options and different presentation approaches as well as tools.</td>
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<tr>
<td>Personnel competences</td>
<td>Social competence</td>
<td>Team skills, dealing with given tasks in a defined time. Leading groups to solve a task Argumentative presentation of their own approaches and their further development.</td>
</tr>
<tr>
<td></td>
<td>autonomous working</td>
<td>Self-reliance, responsibility, reflection, learning competence</td>
</tr>
</tbody>
</table>

**Literature:**

Marketing:

Marktforschung:
- Kuckartz, U; Rädiker, S; Ebert, T; Schehl, J.: Statistik. Eine verständliche Einführung. Wiesbaden: VS Verlag 2010
To subscribe:
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http://www.ted.com/search?cat=ss_all&q=Sustainability+
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Online Marketing Radar:  http://www.online-marketing-radar.de/category/social-media/
http://www.socialmedia-blog.de/2010/04/5-kostenfreie-social-medi-monitoring-tools
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http://www.sustainablebrands.com/digital_learning (Lernplattform/Videos)
http://www.umweltdialog.de/umweltdialog/rubrikverteiler/index.php (Wirtschaft - Verantwortung - Nachhaltigkeit) Informationen
http://www.green-responsibility.de/marketingpower-fur-nachhaltigkeit (Netzwerk für nachhaltige Kommunikation)

Last update of the Module Description:  Prof. Dr. Claudia Brözel (12.4.2019)