

Subject Study guide “Computerized Marketing”

1. IDENTIFICATION

- ✓ **Subject name:** Computerized Marketing
- ✓ **Code:** 101238
- ✓ **Degree:** Degree in Tourism
- ✓ **Academic course:** 2018-19
- ✓ **Subject type:** Optional
- ✓ **ECTS Credits (hours):** 3 ECTS (75 hours)
- ✓ **Teaching period:** 4th year / 1st semester
- ✓ **Teaching language:** English
- ✓ **Teachers:** Carme Ruiz
- ✓ **Email:** carmen.ruizA@uab.cat

2. PRESENTATION

The subject aims to provide students with the computerized skills needed to promote and distribute tourist products working with some applications of the Global distribution system Amadeus and knowing some Revenue Management techniques, social media management and online marketing campaigns.

The course is very practical and is intended to apply all the theoretical contents in practical sessions and exercises.

3. EDUCATIONAL GOALS

At the end of the course the student will be able to:

1. Understand the basic operation of the cars, hotels, queues applications of Amadeus, and the Selling Platform Interface.
2. Analyze the community manager actions and develop a marketing strategy through the social media.
3. Know how to plan an online marketing campaign with the available resources.
4. Analyze the tasks to be realized by a Revenue Manager and the software to use daily.
5. Acquire agility on specific tourism software.
6. Develop the ability to learn independently.

7. Ability to self-assessment knowledge.
8. Work with communication skills at all levels.

4. SKILLS AND LEARNING OUTCOMES

SPECIFIC SKILLS

CE8. Use of tourism organizations' communication techniques: internal, external and corporate.
LEARNING OUTCOMES

C8.7. Use of communication techniques applicable to tourism companies.

CE10. Arguing critically, from different perspectives (theoretical, ideological and good practices) the reality that surrounds the tourism industry.

LEARNING OUTCOMES

CE10.4. Use the communication techniques to communicate the arguments about the tourism industry reality.

C12. Applying the information technology and communication tools (Amadeus CRS management and web 2.0, ERP) in the fields of management, planning and products of tourism industry.

LEARNING OUTCOMES

CE12.3. Apply the travel agencies and airlines software as well as other tourism companies and the communication techniques in the tourism industry.

CE13. Propose alternative and creative solutions to possible problems in the field of management, planning, companies and tourist products.

LEARNING OUTCOMES

CE13.5. Acquire management skills and conflict management.

TRANSVERSAL SKILLS

- CT1. Develop the self-study ability.
- CT2. Ability to self-assess the knowledge.
- CT4. Work with communication skills at all levels.
- CT7. Managing human resources in tourism organizations.
- CT8. Display ethical behavior in social relationships and to adapt to different intercultural contexts.
- CT10. Teamwork.

5. TOPIC AND CONTENT

I PART: TOURISM DISTRIBUTION

Unit 1: Tourism Distribution. Definition. Distribution schema, current situation and distribution strategies.

Unit 2: Tourism distribution channels. Analysis of the usage of the different distribution channels by the tourist companies (hospitality, airlines, travel agencies, cruise lines, etc.).

I PART: GDS- AMADEUS

Unit 1. Amadeus hotels

Unit 2. Amadeus Cars

II PART: Marketing and new technologies

Unit 3. The Community manager in tourism companies

Unit 4. Online marketing

6. RECOMMENDED BIBLIOGRAPHY

- Amadeus España (2009): *Manual de Amadeus Selling Platform*, Madrid.
- Amadeus España (2009): *Prontuario de Amadeus Ticketing*, Madrid.
- Amadeus España (2009): *Prontuario de Reservas, tarifas y emisión*, Madrid.
- Del Pico, F. (1997): *Manual de Reservas Savia Amadeus*, Madrid: Opentour Ediciones.

Buhalis, D. & Laws, E. (2001). Tourism Distribution Channels: Practices, Issues and Transformations. Thomson, London.

Buhalis, D. (2008). Relationships in the Distribution Channel of tourism, International Journal of Hospitality & Tourism Administration, 1:1, 113-139, DOI: 10.1300/J149v01n01_07.

Kracht, J. & Wang Y. (2010). "Examining the tourism Distribution channel: evolution and transformation". International Journal of Contemporary Hospitality Management, Vol. 22 Issue: 5, pp.736-757. <https://doi.org/10.1108/09596111011053837>.

Other support materials in digital format and links to websites are offered at the Virtual campus.

7. TEACHING METHODOLOGY

The subject is taught considering three different teaching and learning methodologies:

a) Theoretical methodology:

Classroom explanations type master-class of all the units.

b) Methodology for the practical part of the course:

Completion and presentation in class exercises and case studies (individual or team) making inquiries, reservations and airfare quotes related with the classroom explanations.

c) Methodology for the learning of the subject:

The virtual Campus will be used as an information complement and as alternative communication channel to classroom between students and professor. At the virtual campus the student will find the subject profile, the exercises and study cases, links to websites and the notes.

TRAINING ACTIVITIES

Activity	Hours	ECTS	Learning outcomes
Type: Directed			
Lectures	26	1,04	CE8.4, CE10.5, CE12.4, CE13.5.
Solving problems	8	0.32	CE8.4, CE10.5, CE12.4, CE13.5
Type: Supervised			
Tutoring	12	0.48	CT1, CT6, CT7
Type: Autonomous			
Preparation of papers	9	0.36	CE8.4, CE10.5, CE12.4, CE13.5
Exercises and case studies	XXX	0.8	CE8.4, CE10.5, CE12.4, CE13.5.

8. ASSESSMENT SYSTEMS

The subject evaluation will be as follows:

Continuous assessment. The continuous assessment consists of the following system:

- The performance of a practical test consisting in the realization of several bookings with Amadeus that will worth a **30% of final grade** and that will average with the two practical activities with a minimum grade of 4 over 10.

- b) Realization of two practical activities in Amadeus that will worth a **20% of final grade** (10% each one of them).
- c) Realization of one practical case (developing a distribution strategy) that will worth **20% of final grade**.
- d) Analysis of three case studies related to tourism distribution that will worth **30% of final grade** (10% each).

ASSESSMENT ACTIVITIES

Activity	Weight	Hours	ECTS	Learning Outcomes
Practical test	30 %	2	0,08	CE8,7, CE12.3
Practical activities	20 %	8	0,32	CE8.7, CE10.4, CE12.3
Case studies and practical case realization	50 %	29	1,16	CE8.7, CE10.4, CE13.5

Final exam. There will be a final exam with the entire contents of the course for students who have not passed the evaluation system referred in the previous point and for students with specific features (repeaters, mobile students, etc.) and that will worth the **100% of the final grade**.

Re-avaluació. Those students with a final grade between 3,5 and 5 will have the chance to do another exam. The maximum final grade to be obtained is of a 5 over 10.

9. PLANNING

WEEK	TOPIC	METHOD	HOURS
1	Introduction to tourist distribution	Lecture Practical activities	2
2	Introduction to tourist distribution	Practical activity	2
3	Introduction to tourist distribution	Lecture Practical activities	2
4	Introduction to tourist distribution	Lecture Practical activities	2
5	Introduction to tourist distribution	Assessment practical activity	2
6	Amadeus: Hotels application	Lecture	2

		Practical activities	
7	Amadeus: Hotels application	Lecture Practical activities	2
8	Amadeus: Hotels application	Lecture Practical activities	2
9	Amadeus: Hotels application	Practical activities	2
10	Amadeus: Cars application	Lecture Practical activities	2
11	Amadeus: Cars application	Lecture Practical activities	2
12	Amadeus: Cars application	Lecture Practical activities	2
13	Amadeus: Cars application	Practical activities	2
14	Amadeus: Cars application	Lecture Practical activities	2
15	Amadeus: Cars & hotels	Assessment practical activity	2

10. ENTREPRENEURSHIP AND INNOVATION

To encourage entrepreneurship the professor provides students with the necessary tools to analyze the potential applications to be worked on new business ventures in the tourism industry. The classroom activities and the teamwork consolidate the relationship between people who need to provide synergies to achieve the agreed team objectives and then turned into future business projects.

The course provides the student with nowadays and real vision thanks to the studies and researches that must be done in the scheduled activities. Furthermore, the evaluation system has self-assessment and community evaluation as a complement to the professor assessment to engage students and let them know the level reached by the group to train them in the reflection techniques before appropriate approaches or unsatisfactory ones for the success of a business project, whether individual or group.

All works and student's contributions are shared with the rest of classmates to share the created resources and to ensure the creation of authentic information.