



Sessional Lecturer Tourism Marketing

The Institute of Tourism and Leisure (ITF) at the University of Applied Sciences in Chur is looking for a sessional lecturer in Tourism Marketing.

Tourism Marketing is one of the key modules of the three-year study program «Bachelor of Sciences in Tourism». For this significant topic we would like to find a well-known sessional lecturer with an academic background.

Requirements:

Candidates should meet the following requirements:

- teaching experience in tourism marketing or a similar subject
- personal focus in tourism, marketing, promotion and distribution
- knowledge of distribution and sales in tourism as well as all possibilities of promotion in tourism
- a range of publications on tourism and marketing topics
- practical experiences in the tourism and marketing industry
- excellent language skills in English and/or German

Scope of work:

The module Tourism Marketing takes place in the 3rd semester of the Bachelor study program and is a consecutive module of the basic marketing module. Christian Gressbach, the responsible lecturer, will coordinate the module. It is a 4 ETCS module with a workload of 14 week-blocks of 4 lessons. The new sessional lecturer will be in charge of 4 to 6 blocks. All the lessons will be given in three different classes (presumably two classes in German and one class in English). Each of these 4 to 6 blocks take up at least one and a half days per week (half a day for each class).

The lessons should be held in the fall semester in 4 to 6 (successive) weeks. The schedule is not finalized yet, but usually the lessons take place on Wednesdays, Thursdays or Fridays.

Interested?

Please send us your CV until the end of May 2015 and let us know which blocks you are interested in. (Please have a look to the second page with the module content.)

Contact persons:

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Module Content Tourism Marketing

<p>Marketing for Hospitality & Tourism</p> <ul style="list-style-type: none"> - What is hospitality and tourism marketing? - Understanding marketplace and customer needs - Customer relationships 	<p>Promoting: Communication</p> <ul style="list-style-type: none"> - Promotion Mix - Integrated marketing communication - Developing effective communications
<p>Service Characteristics / Internal Marketing</p> <ul style="list-style-type: none"> - Service culture - Characteristics of service marketing - Strategies for service businesses - The integral management process 	<p>Promoting: Advertising</p> <ul style="list-style-type: none"> - Advertising in tourism - Major decision in advertising
<p>Marketing in Strategic Planning</p> <ul style="list-style-type: none"> - Marketing's role in tourism - Marketing Strategy and Marketing Mix 	<p>Promoting: Public Relation</p> <ul style="list-style-type: none"> - PR in tourism - Major activities of PR departments - Publicity - PR opportunities for the hospitality industry
<p>Designing & Managing Products</p> <ul style="list-style-type: none"> - Touristic Products - Product levels - Branding strategy - The new-product development 	<p>Direct and Online Marketing</p> <ul style="list-style-type: none"> - Direct marketing in tourism - Customer databases - Digital direct marketing technologies - Setting up an online marketing presence
<p>Pricing Products</p> <ul style="list-style-type: none"> - Touristic Prices - Factors to consider when setting prices - Pricing strategies - Pricing changes 	<p>Professional Sales in Tourism</p> <ul style="list-style-type: none"> - Sales in tourism and hospitality - Managing the sales force - Sales promotion in tourism - Developing the sales promotion program
<p>Distribution Channels</p> <ul style="list-style-type: none"> - Touristic and hospitality distribution channels - Channel behavior and the organization - Selecting Channel Members 	<p>Marketing Controlling</p> <ul style="list-style-type: none"> - Marketing control in tourism - Consequences and restart of a marketing management process