

Module Descriptor Definitive Document

Module Code	HTMH01
Version	(completed by QASU)
Module Title	Branding and Advertising
Credits	20
Valid From	(completed by QASU)
Status	Proposed
Subject Board	(completed by QASU)
HECoS Code	100074
Academic Level (FHEQ)	6
Study Period	1
Prerequisites and co-requisites	None
Not available to students taking/having taken	N/A

Content (Indicative)

- Contemporary strategic material on branding in tourism management.
- Branding practice and theory: case studies of tourism products.
- Contemporary consumption and consumer behaviour in tourism.
- The planning framework for the development of an advertising campaign.
- The creative process and creative development research in advertising a tourism brand.
- Effective advertising and targeting today's consumer.
- Brand propositions and advertising appeals in a changing world.
- Creating the complete international tourism advertising campaign.
- Monitoring and evaluating advertising campaigns.

Teaching and Learning Experience

Lectures

Seminars

Guest Speaker

1-2-1 tutorials

Guided Independent Study.

Students will be able to access on-line materials through the College virtual learning environment.

Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Discuss the importance of brand management to attract and retain brand loyalty specifically addressing ethical issues in the society with reference to hospitality, international tourism and events management.
2. Appraise the importance to monitor and evaluate the effectiveness of the advertising campaigns.
3. Evaluate role of advertising campaigns to support brand value in attracting revenues in the context of hospitality, international tourism and events management.
4. Demonstrate competence in using a research-based approach to the development of a branding and advertising strategy for organisations operating in the hospitality, international tourism and events management sector.

Assessment

Assessment Task	Weighting	Module Learning Outcomes Assessed
Essay	50%	1, 2
Group Podcast	50%	3, 4

Indicative reading (APA 7th edition referenced)

Core Texts:

Nigel Morgan, Annette Pritchard, Roger Pride, *Destination Brands*, Routledge, 2012.

Alastair M Morrison, *Marketing and Managing Tourism Destinations*, Routledge, 2013.

L. A. Cai, W. C. Gartner, Munar a. M, *Tourism Branding: Communities in Action*, Emerald Group Publishing Limited, 2009.

Teemu Moilanen,, Seppo Rainisto, *How to Brand Nations, Cities and Destinations: A Planning Book for place Branding*, AIAA, 2009.

Supplementary Texts:

Dr Keith Dinnie, *City Branding: Theory and Cases*, Palgrave Macmillan, 2011.

Simon Anholt, *Competitive Identity: The New Brand Management for Nations, Cities and Regions*, Palgrave Macmillan, 2007.

Robert Govers, Frank M. Go, *Place Branding*, Palgrave Macmillan, 2009.

Bill Baker, *Destination Branding for Small Cities*, Creative Leap Books, 2012.