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| Title of the course | Strategies in management: Strategic Мanagement and Мarketing in hospitality and tourism | | | | |
| Title of the Academic Programme | Cultural and Event Tourism Management | | | | |
| Type of the course | obligatory | | | | |
| Prerequisites | none | | | | |
| ECTS workload | 5 ECTs | | | | |
| Total indicative study hours | Directed Study | Self-directed study | | Total | |
| 56 | 134 | | 190 | |
| Course Overview | The course is designed to provide first year undergraduates with an introduction to the tourism industry, major industry development trends, basic project management information and marketing fundamentals. | | | | |
| Intended Learning Outcomes (ILO) | Knowledge of the main components and characteristics of the development and management of tourism, the ability to conduct marketing analysis of the market, use the basic marketing tools. | | | | |
| Teaching and Learning Methods | 1. Project Method  2. Research Method  3. Work in small groups | | | | |
| Course Content | Introduction into tourism  Impact of tourism industry  Economic indicators of tourism  Geography of tourism. Top destinations  Introduction into project management  Main Marketing Definitions and Concepts. STP  Marketing Environment  Market Research  Marketing Planning and Strategies  Marketing Tools  Marketing Communications and Branding | | | | |
| Indicative Assessment Methods and Strategy | Final assessment: 40% project assessment + 60% intermediate assessment  Project assessment: group project presentation at the end of the course  Intermediate assessment:  Written task (20%)  Class activities (40%), including case studies, teamwork results, assignments, presentations. | | | | |
| Readings / Indicative Learning Resources | Основная   1. Kotler, Philip (2013). Market Your Way to Growth: 8 Ways to Win. John Wiley & Sons Incorporated: Chapter 2,3, 4 <http://proxylibrary.hse.ru:2099/toc.aspx?bookid=51206> 2. Izushi, Hiro, Huggins, Robert (2011). Competition, Competitive Advantage, and Clusters: The Ideas of Michael Porter. Oxford University Press [http://proxylibrary.hse.ru:2221/view/10.1093/acprof:oso/9780199578030.001.0001/acprof-9780199578030](http://proxylibrary.hse.ru:2221/view/10.1093/acprof:oso/9780199578030.001.0001/acprof-%099780199578030)   Дополнительная   1. Менеджмент. Маркетинг. Лидерство. Лучшее за 2015 год. – Альпина Паблишер, 2017. Доступен в медиаресурсах НИУ ВШЭ. 2. Котлер Ф. Маркетинг от А до Я. 80 концепций, которые должен знать каждый менеджер по маркетингу. – Альпина Паблишер, 2017. Доступен в медиаресурсах НИУ ВШЭ. 3. Липсиц И.В. Маркетинг-менеджмент. Учебник и практикум для магистратуры и магистратуры. – Юрайт, 2018. Доступен в медиаресурсах НИУ ВШЭ 4. Кирьянова, Л. Г. Маркетинг и брендинг туристских дестинаций: учебное пособие для магистратуры / Л. Г. Кирьянова. — М. : Издательство Юрайт, 2018. — 264 с. — (Серия: Университеты России). — ISBN 978-5-9916-9266-3. 5. Sherlekar, S. A. and Virendra Sharad (2010). Global Marketing Management: (Under Value-based Integrated Customerised Approach). Himalaya Pub. House <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10416140> | | | | |
| Indicative Self- Study Strategies | **Type** | | **+/–** | | **Hours** |
| Reading for seminars / tutorials (lecture materials, mandatory and optional resources) | |  | | 30 |
| Assignments for seminars / tutorials / labs | |  | | 12 |
| E-learning / distance learning (MOOC / LMS) | | - | |  |
| Fieldwork | |  | | 10 |
| Project work | |  | | 60 |
| Other (please specify) | |  | |  |
| Preparation for the exam | |  | | 20 |
| Course Instructor | Yana Shokola, [yshokola@hse.ru](mailto:yshokola@hse.ru), Pavel Vorobev, [pvorobev@hse.ru](mailto:pvorobev@hse.ru) | | | | |