



**LUND**  
UNIVERSITY

Faculty of Social Sciences

## **SMMS22, Destination Development and Marketing, 15 credits**

*Destinationsutveckling och destinationsmarknadsföring, 15 högskolepoäng*

Second Cycle / Avancerad nivå

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### **Details of approval**

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2017-01-25 and was last revised on 2019-01-30. The revised syllabus applies from 2019-02-01, spring semester 2019.

### **General Information**

The course may not be included in a main field of study. The course is included in the second semester of the Master of Science programme in Service Management.

*Language of instruction:* English

*Main field of studies*

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*Depth of study relative to the degree requirements*

A1F, Second cycle, has second-cycle course/s as entry requirements

### **Learning outcomes**

For a Pass on the course, students shall demonstrate

#### **Knowledge and understanding**

- specialised knowledge and understanding of different theoretical perspectives on destination development and marketing and their relationship to general theory of science traditions
- specialised knowledge and understanding of destination development and marketing from a critical perspective

### **Competence and skills**

- the ability to analyse a destination from different theoretical and operational points of view

### **Judgement and approach**

- the ability to critically analyse strategies for destination development
- an understanding of the impact of general societal development on destinations

### **Course content**

The aim of the course is to enable students to develop specialised knowledge of relevance to work with strategic issues within destination development and marketing.

The course consists of the following components:

*Component 1: Perspectives on destination marketing (7.5 credits).* The component introduces the student to different research fields within tourism and destination development and marketing.

*Component 2: Digital destination marketing (4.5 credits).* The component focuses on the relationship between destination development and marketing through digital media. Special attention is paid to the role of social media for tourism.

*Component 3: Critical perspectives on destination development and marketing (3 credits).* The component focuses on critical perspectives on destination development and marketing.

### **Course design**

The teaching consists of lectures, workshops, seminars and field trips.

Participation in workshops, seminars and field trips is compulsory unless special circumstances apply. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative

### **Assessment**

The assessment is based on

Component 1: Individual written invigilated exam (7.5 credits).

Component 2: A report that is co-written in groups (4.5 credits).

Component 3: Individual oral presentation (3 credits).

Three opportunities for examination are offered in conjunction with the course: a first exam, a re-take and a catch-up exam. Two further re-examinations on the same

course content are offered within a year of the end of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## **Grades**

Marking scale: Fail, E, D, C, B, A.

The grade for a non-passing result is Fail. The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

At the start of the course, students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied on the course.

All assessments assign points between 0 and 100 and grades according to the following scale:

A: 90-100 points

B: 80-89 points

C: 70-79 points

D: 60-69 points

E: 50-59 points

Fail: 0-49 points

For a grade of Pass on the course as a whole, the student must have been awarded at least a grade of E on all assessed components. Students who fail to meet this requirement are awarded the grade Fail.

The grade for the whole course is determined through the following formula:  $0.5 \times$  points for component 1 +  $0.3 \times$  points for component 2 +  $0.2 \times$  points for component 3, using the scale above.

## **Entry requirements**

To be admitted to the course, the student must have passed 30 credits of the Master of Science programme in Service Management (SASMA).

## **Further information**

This course replaces Place and Destination Development, SMMR22, 15 credits, and may not be included together with this course in a degree.



## Subcourses in SMMS22, Destination Development and Marketing

### Applies from V18

- 1801 Individual Written Examination, 7,5 hp  
Grading scale: Fail, E, D, C, B, A
- 1802 Report, 4,5 hp  
Grading scale: Fail, E, D, C, B, A
- 1803 Individual Oral Presentation, 3,0 hp  
Grading scale: Fail, E, D, C, B, A

### Applies from V17

- 1701 Individually Written Home Exam, 7,5 hp  
Grading scale: Fail, E, D, C, B, A
- 1702 Report, 4,5 hp  
Grading scale: Fail, E, D, C, B, A
- 1703 Individually Oral Presentation, 3,0 hp  
Grading scale: Fail, E, D, C, B, A