



LUND
UNIVERSITY

Faculty of Social Sciences

SMMS22, Destination Development and Marketing, 15 credits

Destinationsutveckling och -marknadsföring, 15 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Service Management and Service Studies on 2017-01-25 to be valid from 2017-02-01, spring semester 2017.

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 must

Knowledge and understanding

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

Competence and skills

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

Judgement and approach

- demonstrate the ability to critically analyse strategies for destination development
- demonstrate 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: Management 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: 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.

Unless there are valid reasons to the contrary, compulsory participation is required in workshops, literature seminars and field trips. 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 home exam.

Component 2: report co-written in groups.

Part 3: individual oral presentation.

Three opportunities for examination are offered in conjunction with the course: a first examination and two re-examinations. 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.

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 of about the learning outcomes stated in the syllabus and about the grading scale and how it is applied in the course.

The three components of the course are combined so that the student is awarded a maximum of 100 points on all three components. For component 1 a maximum of 50 points is available, for component 2 a maximum of 30 points and for component 3 a maximum of 20 points. For a grade of A-E, students must have received at least 25 credits for component 1, 15 credits for component 2 and 10 credits for component 3. The following grading scale applies:

A: 90-100 points

B: 75-89 points

C: 65-74 points

D: 55-64 points

E: 50-54 points

Fail: 0-49 points

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 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