

KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	Faculty responsible for the programme Bournemouth University Business School
Final award(s), title(s) and credits MSc Tourism Marketing Management (180 Level 7 credits) (90 ECTS)	
Intermediate award(s), title(s) and credits PG Dip, Tourism Marketing Management (120 Level 7 credits) (60 ECTS) PG Cert, Tourism Marketing Management (60 Level 7 credits) (30 ECTS)	
UCAS Programme Code(s) (where applicable and if known) Not known	HECoS Code(s) and percentage split per programme/pathway 100100 (100%)
External reference points The UK Quality Code for Higher Education - Part A: Setting and Maintaining Academic Standards * The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (Oct 2014) * Master's Degree Characteristics Framework (Sept 2015) * National Credit Frameworks * Subject Benchmark Statement: Master's Degrees in Business and Management (June 2015) (only partly applicable) Association of British Travel Agents. Partner requirements (https://abta.com) Institute of Hospitality. Education Membership Scheme (www.instituteofhospitality.org) Institute for Travel and Tourism. Corporate member and recognized Centre of Excellence (www.itt.co.uk) Tourism Management Institute (undated) Recognition Scheme for Courses in Higher Education (www.tmi.org.uk) United Nations World Tourism Organisation (undated) Certification System: TedQual (http://themis.unwto.org)	
Professional, Statutory and Regulatory Body (PSRB) links Association of British Travel Agents: Partner Plus Member Institute of Hospitality. Member of Educational Membership Scheme Institute for Travel and Tourism: Accredited as a Centre of Excellence University Tourism Management Institute: Course recognition United Nations World Tourism Organisation: TedQual accredited	
Places of delivery Bournemouth University (Talbot Campus)	
Mode(s) of delivery Full-time	Language of delivery English

Full-time sandwich (i.e. with placement)	
Part-time (UK and EU students only)	
Part-time sandwich (i.e. with placement) (UK and EU students only)	
Typical duration	
12/15 Months full-time (24 months full-time with placement)	
24 months part-time	
Date of first intake September 2018	Expected start dates September, January
Maximum student numbers Not applicable	Placements Optional, non credit-bearing placement of minimum 30 weeks with appropriate hospitality/tourism organisations
Partner(s) Not applicable	Partnership model Not applicable
Date of this Programme Specification May 2021	
Version number V1.5-0923	
Approval, review or modification reference numbers E2017019, recognition approved 04/10/2017 FM 1718 13, approved 18/07/2018, previously v1.0-0918 BU1819 01, approved 14/11/2018, previously v1.1-0918 FM1920 04, approved 13/11/2019, previously v1.2-0919 FM1920 12 and FM1920 14, approved 04/03/2020, previously v1.3 EC2021 01, FM2021 04 approved 04/11/2020 and 10/03/2021, previously v1.4 EC2021 21, approved 10/05/2021	
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PROGRAMME STRUCTURE

Programme Award and Title: MSc Tourism Marketing Management								
Stage 1/Level 7								
Students are required to complete 5 core units, and choose 1 optional unit. It is possible that some optional units may not run in a particular academic year if there are insufficient student numbers.								
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/minor load)
			Exam 1	Cwk 1	Cwk 2			
Tourism Marketing Innovation	Core	20		60	40	40	2.1	100100 (100%)
eTourism and Digital Marketing	Core	20		50	50	40	1.1	100100 (100%)
The Tourism and Hospitality Industries	Core	20		100		40	1.1	100100 (50%) 100087 (50%)
Destinations: Contexts for Tourism and Hospitality	Core	20		100		40	1.1	100100 (50%) 100087 (50%)
Business Strategy and Finance	Core	20		100		40	2.1	100810 (65%) 100107 (35%)
Air Transport and Tourism	Option	20		60	40	40	1.1	100875 (100%)
Conference Tourism	Option	20		50	50	40	1.1	100083 (100%)
Crisis and Disaster Management	Option	20		50	50	40	2.1	100875 (70%) 100079 (30%)
Design for Tourism and Hospitality	Option	20		100		40	1.1	100100 (50%) 100087 (50%)
Entrepreneurship	Option	20		60	40	40	2.1	100079 (100%)
Food Design and Marketing	Option	20		100		40	1.1	101017 (100%)
Global Food and Drink	Option	20		100		40	1.1	101017 (100%)
Sport Tourism	Option	20		100		40		
Tourism Management and the Natural Environment	Option	20		100		40	1.2	100875 (100%)
Progression requirements: A minimum of 80 credits is necessary to progress to the Dissertation.								
Exit qualification: PG Cert Tourism Marketing Management requires 60 credits at Level 7 which should include either <i>Tourism Marketing Innovation</i> or <i>eTourism and Digital Marketing</i> . PG Dip Tourism Marketing Management requires 120 credits at Level 7. Students must pass all taught units excluding the dissertation.								

Placement:

A 30 week placement is optional for students. The placement is not credit-bearing and is assessed on a pass/fail basis (i.e. satisfactory completion of 30 weeks). The placement will appear on students' degree transcripts. Students are required to find their own placements. Students must comply with visa requirements.

Students will normally have completed 180 credits before proceeding to the placement but this requirement may be relaxed in the case of students who need to resit assessment(s). In such cases, decisions will be made on an individual basis and in the best interests of the student.

Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/minor load)
			Exam 1	Cwk 1	Cwk 2			
Placement	Option	None					v3.0	

Stage 2/Level 7

Students are required to complete the Dissertation.

Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/minor load)
			Exam 1	Cwk 1	Cwk 2			
Dissertation	Core	60	-	100		13	2.0	100100 (100%)

Exit qualification: MSc Tourism Marketing Management requires 180 credits at Level 7

AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

AIMS OF THE PROGRAMME

This programme aims to develop critically informed and resourceful graduates in Tourism Marketing Management who can:

1. Demonstrate and critically apply the knowledge and skills to be competent marketing managers in the rapidly changing global tourism/hospitality industry;
2. Demonstrate critical knowledge of the core business disciplines and methods of working in the tourism/hospitality industries, and the ability to apply these effectively in particular contexts;
3. Demonstrate a critical understanding of the strategic role of digital media and social media for business competitiveness;
4. Demonstrate an ability to create and critically evaluate marketing strategies and campaigns for tourism and hospitality industries
5. Develop an analytical and creative approach to problem solving through independent judgement and critical self-awareness, working as individuals or as part of a team.
6. Take responsibility for managing their own learning and self-development
7. Communicate ideas clearly through the most appropriate media, demonstrating a capacity for logical and coherent thinking.
8. Utilise a range of personal skills and competencies that will enable them to operate effectively and responsibly in their industry.

This programme is intended to be a 'conversion' programme for students who have not studied tourism or tourism marketing as their first degree. It aims to give students an advanced understanding of tourism marketing and a broader management perspective of how to run organisations within these sectors. This programme is intended to address the industry's need for graduates with the knowledge, understanding and experience to take up managerial roles within tourism/hospitality marketing.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

Bournemouth University's mission is: "*creating* the most stimulating, challenging, and rewarding university experience in a world-class learning community by *sharing* out unique fusion of excellent education, research and professional practice and *inspiring* our students, graduates and staff to enrich the world".

The university's strategic plan is set out in the document 'BU 2018'. This MSc degree is aligned with the strategic plan in the following ways:

- It seeks to provide a fused educational experience combining the research and professional practice experience of the teaching team;
- It involves partnerships with the tourism/hospitality industry and local, regional and national level (C3);
- It has a strong international focus, in the range of case studies used in teaching; in the opportunities for student placements; in the opportunity to study abroad; and in the opportunity for dissertation research. Students will thus gain a global perspective and understand tourism/hospitality as global citizens (C5);
- The curriculum is underpinned by the established international excellence of the Department of Tourism and Hospitality (S2, S5);
- The curriculum includes opportunities for real-world learning opportunities (in the form of guest speakers, field visits and the opportunity to undertake a work placement) (S3);
- This programme prepares students with the skills and experience to meet the changing demands of the workplace (I1, I2) and enables students to develop high-level graduate skills (I3);
- This programme will seek to inspire students to make a difference to the world (I5).

This MSc programme is underpinned by the BU values of *excellence* (in teaching, research and professional practice); *achievement* (supporting and valuing our students and celebrating their success); *authenticity* (showing integrity and professionalism at all times); *creativity* (cultivating an enquiring spirit, entrepreneurial ethos, and taking advantage of opportunities to learn from other cultures and societies); and *responsibility* (a commitment to ethics and sustainability in the teaching of tourism marketing).

LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

As a general rule, time devoted to assessment should normally represent approximately 25% of the student learning time for a unit (i.e. 50 hours for a 20-credit unit), leaving the rest for specific programme-related activities, including lectures, seminars, preparatory work, practical activities, reading, critical reflection and independent learning.

Of the time devoted to assessment, every 10 hours of student effort is equivalent to approximately 1,000 words of coursework or 1 hour of examination. Therefore, as a guideline, a 20-credit unit would normally require the equivalent of approximately 5,000 words in total (e.g. a 2,000-word written coursework and a 3-hour unseen examination).

STAFF DELIVERING THE PROGRAMME

This programme will be delivered by staff based in the Department of Marketing, Strategy and Innovation (within the BU Business School). Staff have a wide range of relevant subject expertise and professional experience, and most are active researchers in their field. In accordance with BU practice, students will be taught by members of the Department professoriate. Where appropriate, external (industry) speakers, demonstrators/technicians and research students may also contribute to programme delivery.

INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

MSc Tourism Marketing Management: Intended Programme Outcomes

<p>A: Subject knowledge and understanding</p> <p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<ol style="list-style-type: none"> 1. Key principles, concepts and theories relating to the management of marketing in the context of global tourism and hospitality; 2. Marketing methodologies and the ability to critically and successfully apply them to a range of situations in the tourism industry; 3. The complexity of the marketing concept and functions as applied to integrated marketing in the global tourism and hospitality industries; 4. The evolution of marketing, its successful application, and the role of entrepreneurial marketing; 5. The strategic application of technology and digital marketing within the global tourism and hospitality context. 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (A1 – A5); • seminars (A1 – A5); • directed reading (A1-A5); • use of the VLE (A4, A5); • independent research (A2, A3). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essays (A1-A5); • Written reports (A1-A5); • Presentations (A1, A3); • Online practical tasks (A5) ; • dissertation (A2, A3).
<p>B: Intellectual skills</p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:</p>
<ol style="list-style-type: none"> 1. Critically evaluate current theories and practices and their application to the management of tourism marketing; 2. Critically apply relevant marketing knowledge in a range of complex global situations; 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B1 – B7); • seminars (B1 – B6); • directed reading (B1 – B7);

<ol style="list-style-type: none"> 3. Develop and demonstrate an ability to acquire, analyse, evaluate and synthesise data (in a wide variety of forms); 4. Develop and demonstrate an ability to critically analyse and challenge existing marketing practice and theory, drawing on conceptual and practitioner best practice; 5. Develop and demonstrate a conceptual understanding which enables them to extrapolate from existing research and practice to formulate new or revised approaches to practice; 6. Engage in technological evolution and critically appreciate the digital opportunities and challenges for tourism marketing; 7. Develop and demonstrate the skills needed to undertake a piece of original research relating to tourism marketing. 	<ul style="list-style-type: none"> • use of the VLE (B2 – B6); • independent research (B3,B4, B7). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essays (B1-B6); • Written reports ((B1-B6); • Group presentation (B1-B6); • Dissertation (B3, B7).
<p>C: Practical skills</p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<ol style="list-style-type: none"> 1. Evaluate and apply effective marketing research, and synthesise marketing research data for global tourism and hospitality; 2. Effectively utilise digital marketing software to underpin marketing strategy and tactics; 3. Evaluate and apply appropriate marketing tools and techniques for conducting strategic marketing planning; 4. Generate innovative and creative strategic solutions to complex marketing problems; 5. Develop and demonstrate the ability to underpin digital marketing with appropriate analytical data. 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (C1 – C5); • Workshops/practical exercises (C2-C5); • use of the VLE (C1 – C5); • independent research (C1, C5). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essays (C1-C5); • Reports (C1, C3, C4, C5); • Practical online tasks (C2, C5); • Dissertation (C1, C4).
<p>D: Transferable skills</p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>

<ol style="list-style-type: none"> 1. Communicate effectively by oral, written and visual means through a range of media to different stakeholders; 2. Critically and effectively utilise marketing-related technology; 3. Use IT effectively and independently to acquire, analyse and apply a range of data; 4. Work effectively and responsibly in collaboration with others, including staff, students and practitioners, and be able to facilitate and manage group processes, negotiation and participation; 5. Demonstrate confidence and competence in undertaking independent work of an original nature addressed to global tourism industry marketing practice; 6. Develop and demonstrate an ability to work with key practitioners and to carry out appropriate investigations with them in a specific field of tourism industry management; 7. Engage effectively in co-creation with stakeholders from a range of different cultures and international contexts; 8. Demonstrate initiative and problem solving skills and the application of knowledge across discipline areas. 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Lectures (D7) • Seminars/workshops (D1, D6, D7, D8); • Practical exercises (D2-D4); • Group work (D1, D4); • directed reading (D2, D6-D8); • independent research (D3, D5). <hr/> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essays (D1-D3, D8); • Reports (D1-D4, D6-D8); • dissertation (D5, D6, D8).
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PGDip Tourism Marketing Management: Intended learning Outcomes

<p>A: Knowledge and understanding</p> <p>This stage provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<ol style="list-style-type: none"> 1. Key principles, concepts and theories relating to the management of marketing in the context of global tourism and hospitality; 2. Marketing methodologies and the ability to critically and successfully apply them to a range of situations in the tourism industry; 3. The complexity of the marketing concept and functions as applied to integrated marketing in the global tourism and hospitality industries; 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (A1 – A5); • seminars (A1 – A5); • directed reading (A1-A5); • use of the VLE (A4, A5).

<ol style="list-style-type: none"> 4. The evolution of marketing, its successful application, and the role of entrepreneurial marketing; 5. The use of technology and digital marketing within the global tourism and hospitality context. 	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essays (A1-A5); • Written reports (A1-A5); • Presentations (A1, A3); • Online practical tasks (A5).
<p>B: Intellectual skills</p> <p>This stage provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<ol style="list-style-type: none"> 1. Critically evaluate current theories and practices and their application to the management of tourism marketing; 2. Critically apply relevant marketing knowledge in a range of complex global situations; 3. Develop and demonstrate an ability to acquire, analyse, evaluate and synthesise data (in a wide variety of forms); 4. Develop and demonstrate an ability to critically analyse and challenge existing marketing practice and theory, drawing on conceptual and practitioner best practice; 5. Develop and demonstrate a conceptual understanding which enables them to extrapolate from existing research and practice to formulate new or revised approaches to practice; 6. Engage in technological evolution and critically appreciate the digital opportunities and challenges for tourism marketing. 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B1 – B6); • seminars (B1 – B6); • directed reading (B1 – B6); • use of the VLE (B2 – B6). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essays (B1-B6); • Written reports ((B1-B6); • Group presentation (B1-B6).
<p>C: Practical skills</p> <p>This stage provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<ol style="list-style-type: none"> 1. Evaluate and apply effective marketing research, and synthesise marketing research data for global tourism and hospitality; 2. Effectively utilise digital marketing software to underpin marketing strategy and tactics; 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (C1 – C5); • Workshops/practical exercises (C2-C5);

<p>3. Evaluate and apply appropriate marketing tools and techniques for conducting strategic marketing planning;</p>	<ul style="list-style-type: none"> • use of the VLE (C1 – C5).
<p>4. Generate innovative and creative strategic solutions to complex marketing problems;</p> <p>5. Develop and demonstrate the ability to underpin digital marketing with appropriate analytical data.</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essays (C1-C5); • Reports (C1, C3, C4, C5); • Practical online tasks (C2, C5).
<p>D: Transferable skills</p> <p>This stage provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<p>1. Communicate effectively by oral, written and visual means through a range of media to different stakeholders;</p> <p>2. Critically and effectively utilise marketing-related technology;</p> <p>3. Use IT effectively and independently to acquire, analyse and apply a range of data;</p> <p>4. Work effectively and responsibly in collaboration with others, including staff, students and practitioners, and be able to facilitate and manage group processes, negotiation and participation;</p> <p>5. Develop and demonstrate an ability to work with key practitioners and to carry out appropriate investigations with them in a specific field of global tourism industry management;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Lectures (D6) • Seminars/workshops (D1, D5-D7); • Practical exercises (D2-D4); • Group work (D1, D4); • directed reading (D2, D6-D7).
<p>6. Engage effectively in co-creation with stakeholders from a range of different cultures and international contexts;</p> <p>7. Demonstrate initiative and problem solving skills and the application of knowledge across discipline areas.</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essays (D1-D3, D7); • Reports (D1-D4, D6-D7); • Practical online tasks (D3, D7).

PG Cert Tourism Marketing Management: Intended learning Outcomes

<p>A: Knowledge and understanding</p> <p>This stage provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
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<ol style="list-style-type: none"> 1. Key principles, concepts and theories relating to the management of marketing in the context of global tourism and hospitality; 2. The complexity of the marketing concept and functions as applied to integrated marketing in the global tourism and hospitality industries; 3. The evolution of marketing, its successful application, and the role of entrepreneurial marketing. 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (A1- A3); • seminars (A1 – A3); • directed reading (A1-A3). <hr/> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essays (A1-A3); • Written reports (A1-A3).
<p>B: Intellectual skills</p> <p>This stage provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<ol style="list-style-type: none"> 1. Critically evaluate current theories and practices and their application to the management of tourism marketing; 2. Critically apply relevant knowledge in a range of complex global situations; 3. Develop and demonstrate an ability to acquire, analyse, evaluate and synthesise data (in a wide variety of forms); 4. Develop and demonstrate a conceptual understanding which enables them to extrapolate from existing research and practice to formulate new or revised approaches to practice. 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B1 – B4); • seminars (B1 – B4); • directed reading (B1 – B4); • use of the VLE (B2 – B4). <hr/> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essays (B1-B4); • Written reports ((B1-B4).
<p>C: Practical skills</p> <p>This stage provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<ol style="list-style-type: none"> 1. Evaluate and apply effective marketing research, and synthesise marketing research data for global tourism and hospitality; 	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (C1 – C3);

<p>2. Evaluate and apply appropriate marketing tools and techniques for conducting strategic marketing planning;</p> <p>3. Generate innovative and creative solutions to complex marketing problems.</p>	<ul style="list-style-type: none"> • seminars (C1 – C3); • directed reading (C1 – C3); • use of the VLE (C1 – C3).
<p>D: Transferable skills</p> <p>This stage provides opportunities for students to:</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essays (C1-C2); • Written reports (C1-C3). <p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<p>1. Communicate effectively by oral, written and visual means through a range of media to different stakeholders;</p> <p>2. Work effectively and responsibly in collaboration with others, including staff, students and practitioners, and be able to facilitate and manage group processes, negotiation and participation;</p> <p>3. Develop and demonstrate an ability to work with key practitioners and to carry out appropriate investigations with them in a specific field of tourism industry management;</p> <p>4. Engage effectively in co-creation with stakeholders from a range of different cultures and international contexts;</p> <p>5. Demonstrate initiative and problem solving skills and the application of knowledge across discipline areas.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (D1 – D5); • seminars (D1 – D5); • directed reading (D1 – D5); • use of the VLE (D1 – D5). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Essays (D1-D3-D5); • Written reports (D1-D5).

ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Admission Regulations. These are available at: <https://intranetsp.bournemouth.ac.uk/pandptest/3a-postgraduate-admissions-regulations.doc>.

Applicants for whom English is not their first language must provide evidence of qualifications in written and spoken English. For *MSc Tourism Marketing Management* the English language entry requirement is IELTS (Academic) 6.0 or above.

PROGRESSION ROUTES

Recognition arrangements provide formally approved entry or progression routes through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria such as a Merit classification from the feeder programme may also apply. Please see the Recognition Register (https://intranetsp.bournemouth.ac.uk/pandptest/7J_Recognition_Register_Public.xlsx) for a full list of approved Recognition arrangements and agreed entry criteria.

ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Assessment Regulations. These can be found at: [https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate%20\(2\).docx](https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate%20(2).docx)

PLACEMENT ELEMENT

As part of our Level 7 programmes, students can opt to do a placement (which may be international). Such an offering is considered to provide competitive advantage to the programme, as students can gather work experience, and in the case of non-native speakers of English, use the placement as an opportunity to improve their business English, thereby enhancing their employability. The placement unit allows "Tier 4" students the opportunity to stay in the UK for two years.

The placement involves working in a company relevant to the student's programme for a minimum of 30 weeks full-time. If students do not choose to do a placement, the programme lasts 12/15 months; if they elect to do a placement, the programme lasts for 24 months. "Tier 4" students are covered for a 2-year programme as far as visa regulations are concerned (at the time of the publication of this document). Students start their placement when the dissertation part of the programme finishes, usually in September (for September students) and in June (for January students).

The work placement is assessed on a pass/fail basis. The student must satisfactorily complete their placement in order for it to appear on their degree transcript. Upon completion of the placement, students write a reflective report of their placement experience and provide evidence from the company that they worked with during their period of employment.

Whilst on placement, students are supported by the placement unit leader regarding academic issues (such as queries related to the reflection and the dissertation) and by their Placement Development Adviser who monitors the quality of their placement experience.

Students who choose to do a placement are supported through a programme of seminars and workshops designed to improve their employability, with topics including: searching for a placement, writing a CV and covering letter, completing an application form, being interviewed (by phone and face-

to-face), and networking. Students also receive language support in order to help them to perform well in interviews and written applications.

Students also have the option of incorporating a period of Study Abroad within their 30 week placement, with the option to study in a variety of destinations world-wide.

Programme Skills Matrix

	Programme Intended Outcomes																											
	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6	B7	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6	D7	D8			
Tourism Marketing Innovation	X	X	X	X		X	X		X	X		X			X	X		X		X	X			X	X			
Etourism and Digital Marketing		X	X	X	X	X	X	X	X	X	X		X	X			X	X	X	X	X		X	X	X			
The Tourism and Hospitality Industries	X						X	X		X								X		X	X				X			
Destinations: Contexts for Tourism and Hospitality	X						X	X		X								X		X	X				X			
Business Strategy and Finance	X						X	X		X			X		X			X		X	X				X			
Dissertation		X				X	X	X	X	X		X	X			X		X	X	X		X	X		X			
Placement	X	X				X	X		X	X				X		X		X					X		X			
Air Transport and Tourism							X	X		X								X		X				X	X			
Conference Tourism	X					X	X	X	X	X								X		X	X				X			
Crisis and Disaster Management							X	X		X								X		X	X				X			
Design for Tourism and Hospitality							X	X		X								X		X	X				X			
Entrepreneurship			X	X			X	X		X			X		X	X		X		X	X				X			
Food Design and Marketing		X	X			X	X	X	X	X			X		X	X		X		X	X			X	X			
Global Food and Drink		X					X	X		X								X		X	X				X			
Sport Tourism		X					X	X	X	X								X		X	X				X			
Tourism Management and the Natural Environment							X	X		X								X		X	X				X			

Learning Outcomes

A Subject Knowledge and Understanding	B Intellectual Skills
<p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p> <ol style="list-style-type: none"> 1. Key principles, concepts and theories relating to the management of marketing in the context of global tourism and hospitality; 2. Marketing methodologies and the ability to critically and successfully apply them to range of situations in the tourism industry; 3. The complexity of the marketing concept and functions as applied to integrated marketing in the global tourism and hospitality industries; 	<p>This programme provides opportunities for students to:</p> <ol style="list-style-type: none"> 1. Critically evaluate current theories and practices and their application to the management of tourism marketing; 2. Critically apply relevant marketing knowledge in a range of complex global situations; 3. Develop and demonstrate an ability to acquire, analyse, evaluate and synthesise data (in a wide variety of forms); 4. Develop and demonstrate an ability to critically analyse and challenge existing marketing practice and theory, drawing on conceptual and practitioner best practice;

<ol style="list-style-type: none"> 4. The evolution of marketing, its successfully application, and the role of entrepreneurial marketing; 5. The strategic application of technology and digital marketing within the global tourism and hospitality context 	<ol style="list-style-type: none"> 5. Develop a conceptual understanding which enables them to extrapolate from existing research and practice to formulate new or revised approaches to practice; 6. Engage in technological evolution and critically appreciate the digital opportunities and challenges for tourism marketing; 7. Develop and demonstrate the skills needed to undertake a piece of original research relating to tourism marketing
<p>C Practical Skills</p> <p>This programme provides opportunities for students to:</p> <ol style="list-style-type: none"> 1. Evaluate and apply effective marketing research and synthesise marketing research data for global tourism and hospitality; 2. Effectively utilise digital marketing software to underpin marketing strategy and tactics; 3. Evaluate and apply appropriate marketing tools and techniques for conducting strategic marketing planning; 4. Generate innovative and creative strategic solutions to complex marketing problems; 5. Develop and demonstrate the ability to underpin digital marketing with appropriate analytical data. 	<p>D Transferable Skills</p> <p>This programme provides opportunities for students to:</p> <ol style="list-style-type: none"> 1. Communicate effectively by oral, written and visual means through a range of media to different stakeholders; 2. Critically and effectively utilise marketing-related technology; 3. Use IT effectively and independently to acquire, analyse and apply a range of data; 4. Work effectively and responsibly in collaboration with others, including staff, students and practitioners, and be able to facilitate and manage group processes, negotiation and participation; 5. Demonstrate confidence and competence independent work of an original nature addressed to global tourism industry marketing practice; 6. Develop and demonstrate an ability to work with key practitioners and to carry out appropriate investigations with them in a specific field of tourism industry management; 7. Engage effectively in co-creation with stakeholders from a range of different cultures and international contexts; 8. Demonstrate initiative and problem solving skills and the application of knowledge across discipline areas.