Universidad Rey Juan Carlos

TEACHING GUIDE

INTERNATIONAL MARKETING MANAGEMENT

MÁSTER U. EN INTERNATIONAL TOURISM MANAGEMENT (INGLÉS) (Plan antiguo)

ACADEMIC YEAR 2026-27

Q2803011B UNIVERSIDAD REY JUAN CARLOS
Fecha firma: 23/11/2026 02:59 | Hash: 3c726c28af5570e6048b67eda0f2b443.

I.-Subject Identification	
Type	OPTATIVA
Teaching period	1 course, 2S semester
Nº of credits	3
Language in wich the subject is taught	English

II.-Presentation

The general objective is to deepen the knowledge of tourism marketing and communication, expanding knowledge in more specific and current areas: relationship marketing, emotional, experiential, digitalization of the sector and mobile marketing. Besides, the aim is to improve the skill levels of the students, helping them to be in optimal conditions for their adaptation to the different jobs in the commercial departments. On the other hand, a program has been proposed for introducing the fundamentals, methods and strategies of marketing applied to the particularities of the tourism sector at the international level. At the end of the course, the students should be able to become professionals who can take on responsibility roles in commercial departments in their different countries, knowing the new marketing strategies for the different tourism products.

III.-Learning outcomes

CB6 Have and understand knowledge that provides a basis or opportunity to be original in the development and/or implementation of ideas, often in a research context.
CB7 Know how to apply the acquired knowledge and problem-solving abilities in new or unfamiliar environments, within broader or multidisciplinary contexts related to the area of study.
CB8 Ability to integrate knowledge and face the complexity of making judgements based on information, whether incomplete or limited, that include considerations on social and ethical responsibilities.
CG01 Acquire advanced training, specialised and multidisciplinary, in the field of tourism.
CG02 Ability to work, as part of a team and autonomously, in a multicultural and multidisciplinary context.
CG04 Ability to apply acquired knowledge and problem-solving abilities to new, broader and multidisciplinary environments.
CG06 Ability to develop communication skills in different decision-making spheres and in different languages.
CG07 Ability to present and argue results, to both specialised audiences and the general public.
CG09 Ability to use ICTs as a communication tool, access sources of information, data files and documents.
CG10 Be able to define priorities in order to achieve objectives, organising deadlines and necessary resources and controlling the processes established.
CG12 Ability to analyse the social reality and make decisions in changing environments such as tourism.
CE01 Analysis of the interrelationships between the agents of a tourist destination through social network analysis (SNA).
CE15 Analysis of new trends, prospectives and the dynamics of international tourism markets.
CE18 Adapt the commercial strategy to the specificities of each tourism-business environment.
CE26 Optimum use of the new information and communication technologies for tourism marketing.
CE27 Knowledge and management of the new strategies in advanced marketing: emotional and experiential marketing and neuromarketing.
CE29 Use of information and communication technologies in international contexts: social networks and online reputation management.
CE36 Design customer loyalty plans for multinational tourism companies.
CE37 In-depth knowledge of the new metrics of social media.
CE38 Elaborate marketing and communication plans in international contexts.

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.
- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.

Q2803011B UNIVERSIDAD REY JUAN CARLOS
Fecha firma: 23/11/2026 02:59 | Hash: 3c726c28af5570e6048b67eda0f2b443.

Q2803011B UNIVERSIDAD REY JUAN CARLOS
Fecha firma: 23/11/2026 02:59 | Hash: 3c726c28af5570e6048b67eda0f2b443.

IV.-Contents

IV.A.-Syllabus

1. INTERNATIONAL TRENDS IN MARKETING MANAGEMENT

1.1. Situation of the Tourism Sector
1.2. Main trends in Tourism Marketing

2. NEW ADVANCED MARKETING STRATEGIES

2.1. Relationship Marketing
2.2. Emotional marketing
2.3. Experiential marketing
2.4. Neuromarketing

3. COMMUNICATION AND SOCIAL MEDIA STRATEGIES FOR INTERNATIONAL MARKETS

3.1. New communication strategies. Action plans for international markets

4. ADVANCED USE OF TECHNOLOGIES IN TOURISM:

4.1. New Mobile Marketing Strategies: TikTok
4.2. Artificial Intelligence & Big Data: Chatbot and Robots in the tourism sector.

5. SALES TECHNIQUES

5.1. The Sales Process
5.2. Technology Sales
5.3. Script of a sales role play

6. MANAGEMENT IN QUALITY AS AN ELEMENT OF ATTRACTION AND LOYALTY IN THE TOURISM SECTOR

6.1. The Quality of the Tourist Service
6.2. Quality Systems in the marketing process

7. MARKETING MANAGEMENT FOR INTERNATIONAL TOURISM DESTINATIONS

7.1. International Case Studies

IV.B.-Training activities

Type	Title
Other activities	Attendance at marketing and communication conferences, fairs and seminars.
Other activities	Role Playing
Other activities	Case study oral presentation
Prácticas / Resolución de ejercicios	Classroom discussons of practical cases.
Lectures	Lecture of scientific journals
Other activities	Attendance to lectures
Other activities	Attendance at tutorials

Q2803011B UNIVERSIDAD REY JUAN CARLOS
Fecha firma: 23/11/2026 02:59 | Hash: 3c726c28af5570e6048b67eda0f2b443.

Other activities	Preparation of Theoretical Classes
Other activities	Preparation of practical classes
Other activities	Test preparation and other evaluation activities based on the material handled during the course
Other activities	Conducting examinations and other evaluation activities

Q2803011B UNIVERSIDAD REY JUAN CARLOS
Fecha firma: 23/11/2026 02:59 | Hash: 3c726c28af5570e6048b67eda0f2b443.

V.-Student workload	
Theoretical sessions	12
Resolution of exercises, problems, case studies, etc.	10
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	2
Academic tutorials	5
Related activities: conferences, seminars, etc.	1
Preparation of theoretical sessions and self-study	10
Preparation of practical tasks, exercises, case studies, projects, etc.	25
Preparation for tests and/or exams	10
Total student workload	75

VI.-Methodology and academic programme

Type	Period	Content
Theoretical sessions	Week 1 to Week 7	Students will be given complementary material to be discussed in class.
Theoretical sessions	Week 1 to Week 8	The theoretical contents will be explained in class.
Practical sessions	Week 2 to Week 8	Each theoretical topic will be combined with case studies and readings
Tests and/or exams	Week 8 to Week 8	Taking a knowledge test
Academic tutorials	Week 1 to Week 8	Tutoring will be done on a face-to-face basis.

Q2803011B UNIVERSIDAD REY JUAN CARLOS
Fecha firma: 23/11/2026 02:59 | Hash: 3c726c28af5570e6048b67eda0f2b443.

VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.
All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.
The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).
Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.
The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities

Q2803011B UNIVERSIDAD REY JUAN CARLOS
Fecha firma: 23/11/2026 02:59 | Hash: 3c726c28af5570e6048b67eda0f2b443.

Assessment System	Assessment Activity	Weight	Retakable in 2nd call	Minimum score	Contents	Date
Written Exam	Multiple-choice and/or open-ended questions on theoretical/practical content	40%	Retakable in 2nd call	5	Entire theoretical syllabus of the course	At the end of the teaching period. In person.
Practical Activities	- Practical cases carried out in and outside the classroom - Professional visits to institutions and companies - Active classroom dynamics	45%	Retakable in 2nd call	5	Entire practical syllabus of the course	During the teaching period
Oral Communication	Oral presentations and classroom debates	15%	No Retakable in 2nd call	No	Oral practice in class	During the teaching period

Final or Overall Grade Calculation

- The final grade is calculated as the weighted average of the assessment activities based on the indicated percentages, provided the minimum grade has been achieved in each activity. Based on the above, in order to pass the course, the weighted average must be no less than 5.
- If no assessment activity has been submitted, the final grade will be recorded as “Not Submitted”.

Extraordinary Exam Period

In the extraordinary exam period, students will only be assessed on the activities they did not pass. The final grade will be calculated using the grades from the passed activities in the ordinary period and the new grades obtained in the retaken activities. The calculation of the final grade will follow the same criteria as stated above. The reassessment will take place on the official date set for the extraordinary exam period.

Other Notes or Clarifications

The teaching staff may use automatic plagiarism detection tools for submitted assignments. All submitted work must be original and may not include solutions prepared by individuals not listed as authors. Faculty reserve the right to request an in-person defense of all or part of the work by its authors if deemed necessary.

It is also reminded that, according to Article 8.g) of the Code of Conduct of Universidad Rey Juan Carlos (https://www.urjc.es/images/Universidad/Presentacion/normativa/normativa%20convivencia%20universitaria.pdf), academic fraud in any assessment activity is considered a very serious offense. The corresponding sanctions, according to Article 11 of the same regulation, include temporary expulsion from the university and, where applicable, the loss of enrollment rights.

VII.B. Assessment of students with academic exemption from class attendance

Q2803011B UNIVERSIDAD REY JUAN CARLOS
Fecha firma: 23/11/2026 02:59 | Hash: 3c726c28af5570e6048b67eda0f2b443.

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.
Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs

In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.

Q2803011B UNIVERSIDAD REY JUAN CARLOS
Fecha firma: 23/11/2026 02:59 | Hash: 3c726c28af5570e6048b67eda0f2b443.

VIII.-Teaching resources and materials

Basic bibliography

Kotler, P., Kartajaya, H., & Setiawan, I. (2023). *Marketing 6.0: The Future Is Immersive.* Wiley.
Kartajaya, H., Setiawan, I., & Kotler, P. (2021). *Marketing 5.0: Technology for humanity*. John Wiley & Sons.
Lee, N. R., &Kotler, P. (2019). Social marketing: behavior change for social good. SAGE Publications.
Witt, S., Brooke, M., & Buckley, P. (2013). *The management of international tourism (RLE tourism)*. Routledge.

Consultation bibliography

WEBSITES

www.aece.org
www.calidadturistica.es
www.aedave.es
www.feaav.org
www.hosteltur.es
www.iberia.es
www.icte.es
www.iet.tourspain.es
www.ine.es
www.mcx.es/turismo/dgtur/
www.munimadrid.es
www.Spain.info
www.tourspain.es
www.travellerdefender.com

BOOKS

Cerviño, J.:Marcas Internacionales. Cómo crearlas y Gestionarlas. Pirámide.
Reinares, P. &Ponzoa, J.: Marketing Relacional. Un nuevo enfoque para la seducción y fidelización del cliente Prentice Hall

INTERNATIONAL JOURNALS

Fuentes-Moraleda, L.; Díaz Pérez, P.; Orea-Giner, A.; Muñoz- Mazón, A. y Villacé -Molinero, T. (2020). Interaction between hotel service robots and humans: A hotel-specific Service Robot Acceptance Model (sRAM), Tourism Management Perspectives Vol. 36.pp.1-14.
Fuentes-Moraleda, L., Lafuente-Ibañez, C., Alvarez, N. F., &Villacé-Molinero, T. (2021). Willingness to accept social robots in museums: an exploratory factor analysis according to visitor profile. Library Hi-Tech.
Le, D., Scott, N., &Lohmann, G. (2019). Applying experiential marketing in selling tourism dreams. Journal of Travel &Tourism Marketing, 36(2), 220-235.
Opresnik, M. O., Kotler, P., &Hollensen, S. (2020). El marketing en redes sociales: Una gu a pr ctica . (4. ed.) Opresnik Management Consulting. Opresnik Management Guides, No. 15
Rather, R. A. (2020). Customer experience and engagement in tourism destinations: the experiential marketing perspective. Journal of Travel &Tourism Marketing, 37(1), 15-32.
Villacé -Molinero, T., Fernández-Muñoz, J. J., Orea-Giner, A., & Fuentes-Moraleda, L. (2021). Understanding the new post-COVID-19 risk scenario: Outlooks and challenges for a new era of tourism. Tourism Management, 86, 104324.
Vinzenz, F., Priskin, J., Wirth, W., Ponnapureddy, S., &Ohnmacht, T. (2019). Marketing sustainable tourism: the role of value orientation, well-being and credibility. Journal of Sustainable Tourism, 27(11), 1663-1685.

IX.-Professors

Q2803011B UNIVERSIDAD REY JUAN CARLOS
Fecha firma: 23/11/2026 02:59 | Hash: 3c726c28af5570e6048b67eda0f2b443.