

## Course Syllabus

### **Place and Destination Marketing 7.5 Credits\*, Second Cycle Level 1**

#### **Learning Outcomes**

On completion of this course, students will be able to:

- apply the theoretical principles and understand the practical implications of the marketing and branding of places as tourist destinations,
- analyse the attractiveness of places for different target groups,
- analyse and critically evaluate different destination marketing strategies,
- give critical response to scholarly articles and research in the field of place and destination marketing,
- develop a research question of relevance in the field and then independently search for, collect, evaluate and critically interpret and analyze relevant information, and
- independently write and present an academic paper.

#### **Course Content**

Course content focuses on the theory and practice of place and destination marketing including branding. The literature will be introduced in lectures and discussed in seminars, where the students have to prepare different assignments. At the end of the course, students have to present a paper that they have written.

#### **Assessment**

The assessment for the course consists of oral and written assignments through seminars (3 credits) and the oral presentation of a final written paper (4.5 credits).

#### **Forms of Study**

The course consists of obligatory seminars, in which students are expected to participate actively.

#### **Grades**

The Swedish grades A–F.

Seminars U–G.

#### **Prerequisites**

A Bachelor's degree comprising at least 180 credits, with a major in Human Geography, Business Administration and Management, Tourism Studies and English 6

**Other Information**

Replaces FÖ3014.

**Subject:**

Business Administration and Management

**Group of Subjects:**

Business Administration

**Disciplinary Domain:**

Social Science, 100%

**This course can be included in the following main field(s) of study:**

1. Business Administration and Management
2. Tourism Studies

**Progression Indicator within (each) main field of study:**

1. A1N
2. A1N

**Approved:**

Approved 15 January 2015  
Valid from 15 January 2015