



UNIVERSITATEA „ALEXANDRU IOAN CUZA” din IAȘI

**FACULTATEA de ECONOMIE ȘI ADMINISTRAREA AFACERILOR**

**TUTORIAL COURSE FORM**

**2025-2026 ACADEMIC YEAR**

<b>Name of the tutorial course (incoming Erasmus/exchange students)</b>	<b>TOURISM MARKETING</b>
<b>Name of the professor</b>	Claudia Stoian
<b>Email of the professor</b>	iuliana.bobalca@uaic.ro
<b>Office of the professor</b>	B612
<b>Consultation days/hours</b>	
<b>Semester(s) in which the tutorial course is available</b>	1 or 2
<b>No. of ECTS credits</b>	5
<b>Level of study (bachelor/master/PhD)</b>	Master /Bachelor
<b>Short description/Contents</b>	What is a touristic market? Marketing research in tourism Touristic product Consumer Behaviour in Tourism The price strategies in marketing touristic The advertising strategies in marketing touristic The distribution strategies in marketing touristic
<b>Assessment/Evaluation</b>	<b>1. The written project (50%)</b> <b>2. Presentation of the project (20%)</b> <b>3. Presentation of an essay on a tourism marketing topic (30%)</b> The topic will be chosen during a meeting the professor
<b>Bibliography</b>	Bibliography materials will be provided by the professor during the semester
<b>Observations</b>	The project will be discussed in 4 meetings with the Professor