Courses in English
Course Description

Department	14 Tourism
Course title	**International Marketing and Leadership (course offered every semester)**
Course number	R 531/532
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	After completing this module successfully, students will be able to - understand the foundations of leadership and self-leadership - understand and analyze different theoretical frameworks and important research results on leadership - apply this knowledge to typical leadership situations and specific challenges - understand and analyze specific leadership issues in the tourism industry - understand and analyze current leadership trends based on their knowledge about the foundations of leadership and important theoretical frameworks - understand and analyze the specific challenges of international and national marketing, its theoretical concepts, and practical implications; - understand customers - How can we examine visitor motivations, behaviours, and consumption desires in the 21st century? - understand and analyze cultural differences and their effects on marketing - understand and analyze selected aspects of strategic marketing and the marketing mix - sustainability has become an internationally-fostered paradigm of marketing: understand and analyze its specific challenges, explore and discuss related theoretical frameworks, and practical solutions for the tourism industry and other sectors; - apply this knowledge on international or national marketing situations and case studies Technical, personal and social competences: - enhance their self-organization and team work skills - learn how to access and critically evaluate new topics and research results - improve their ability to articulate scientific knowledge in group discussions - increase their intercultural skills
Prerequisites	See conditions for progression to advanced semesters (cf. study and examination regulations)
Recommended reading	
Teaching methods	Lecture: 4 weekly contact hours per semester R 531 Leadership (2 weekly contact hours per semester) R 532 International Tourism Marketing (2 weekly contact hours per semester)
Assessment methods	60 minutes written exam as electronic presence test with SEB
Language of instruction	English
Name of lecturer	a) Prof. Dr. Simon Werther (R 531) b) Dr. Truc Lee (R 532)
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Link	

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Course content

R 531 Leadership
This course addresses leadership in the context of leading oneself, leading people and leading organizations. Different theoretical frameworks of leadership as well as its applicability on leadership situations are discussed. It also focuses on new developments of leadership research such as Systemic Leadership, Positive Leadership and Mindful Leadership to name but a few. Specific leadership challenges in tourism are addressed as well as cross-cultural applicability. The connection between self-leadership, leading people and leading organizations will be discussed and applied to case studies.
R 532 International Tourism Marketing
This course addresses tourism marketing in its international context, related concepts, and practical implications. The importance of market research and segmentation and the understanding of consumer behavior will be shown and discussed. Tourism in his external context and the resulting influence on international tourism marketing is examined. The design of the international marketing-mix including tourism branding will be presented and discussed. Future trend and technologies in international marketing will be analyzed. The discussion of international case studies will round off the lecture.

Remarks