

**Faculty of Economic Sciences
Management Career:**

1. Global Marketing

Synthesis:

Global markets are expanding rapidly. The combined value of export merchandise has exceeded \$ 15 trillion annually. Additionally, exports of commercial services account for more than USD \$ 3 Trillion. For many years, international trade has grown faster than domestic economies, beyond contributing to the still growing phenomenon of globalization.

Furthermore, international trade statistics do not reflect a substantial portion of international marketing operations. In particular, continental sales of locally manufactured and sold products produced by foreign investors are not taken into account in world trade figures. Therefore, the total volume of international marketing exceeds beyond the volume of total world trade.

A wide range of service industries are involved in the global marketplace. Large advertising agencies, banks, investment banks, accounting firms, consulting companies, hotel chains, airlines, and even law firms now market their services globally. Many of these multinational service companies enjoy more sales abroad than in their home country.

Course objectives:

- Understand the concept of global marketing and its impact on the development of international business.
- Understand the different stages involved in the development of global marketing as well as the strategy to position itself in international markets.
- Analyze the impact of marketing schemes and their incidence for the development of a global strategy.
- Understand the different aspects involved in a marketing process and their impact on international business planning.

Contents:

Topic No.1: Introduction to Global Marketing.

- 1.1 Influence of the globalization of markets in the development of international marketing.
- 1.2 The market. Concept and characteristics, structure, limits and classification of the markets.
- 1.3 Analysis of consumer behavior.
- 1.4 International marketing and the internationalization process of the company.

Topic No.2: Determination of the opportunity of entry of a product in a foreign market.

- 2.1 The product policy.
- 2.2 Design of a strategy for a product at an international level.
- 2.3 Marketing strategies applicable to the policy of a product in international markets.
- 2.4 Design and preparation of a report on the opportunities to launch a product in international markets.

Topic No.3: Design of pricing policies and commercial rates in a foreign market.

- 3.1 The pricing policy.
- 3.2 Determinant variables in price policy in international markets.
- 3.3 Applicable methods for setting prices.
- 3.4 Price strategies applicable in international markets.
- 3.5 Calculation of the price of the product for export.
- 3.6 Design and preparation of a comparative price report in international markets.

Topic No.4: Selection of the most suitable form for commercial expansion in an international market.

- 4.1 The distribution policy.
- 4.2 Applicable marketing strategies for the distribution policy.
- 4.3 Alternatives to operate in international markets.
- 4.4 Analysis of the cost of distribution in international markets.
- 4.5 Design and preparation of a report on the alternatives for the distribution of products and services.

Topic No.5: Determination of the commercial communication actions applicable in the expansion of international markets.

- 5.1 The communication policy.
- 5.2 Communication tools.
- 5.3 Alternatives for the design and development of a commercial communication strategy at an international level.
- 5.4 Design and development of a commercial communication plan for the launch and dissemination of products in new markets.

Topic 6: Preparation and development of an international marketing plan.

- 6.1 Marketing planning at the international level.
- 6.2 Design and commercial development of an international marketing plan.

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- Global Marketing, 6th Edition. Warren J. Keegan (Author), Mark Green (Author). Prentice Hall. 2010.

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- Global Marketing Management. Masaaki (Mike) Kotabe (Author), Kristiaan Helsen (Author). Wiley 5th Edition. 2010.
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2. International Tourism Management

Course contents:

1. Principles, Organization and Practice of Tourism
2. Tourist modalities
3. Economic of tourism
4. Tourism destination management
5. Tourist ventures

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1. Principles, Organization and Practice of Tourism

Program Structure:

Foundation of the subject.

The subject allows students to have an approach to the tourist process and provides the necessary knowledge to understand the tourist phenomenon in its entirety and in its different essential manifestations, it presents the basic concepts for its understanding from the theoretical, methodological and practical point of view. . It gradually introduces the contemporary multidisciplinary and holistic approach to the dissimilar processes and operations that take place in this sector and its main characteristics, both in Cuba and in the world.

General objectives

- Develop the skills of future graduates to solve the main professional problems in tourism, travel and hospitality, based on the skills set forth in the professional model.

Specific objectives.

- Define the fundamental concepts associated with tourism as a complex social phenomenon.
- Characterize the processes and operations involved in tourism.

- Apply the essential principles and methods that are necessary to guarantee an efficient operation of the tourist activity, both in general and in the particular of a tourist entity or destination.
- Dialectically base the relationship between tourism and its environment.
- Scientifically base the current manifestations and trends of tourism in Cuba and in the world.

Contents

- Topic 1. Initial Concepts of Tourism.
- Topic 2. Endogenous Subsystems of Tourism.
- Topic 3. Exogenous tourism subsystems.
- Topic 4. Macro-environment and Impacts of Tourism.
- Topic 5. Tourism development and trends.

Evaluation system

Systematic evaluation by encounters.

Partial evaluations

Final exam

2. Tourist Modalities

Program structure:

Foundation of the subject

The subject is taught based on the need to systematize knowledge about tourism modalities, which are the main forms in which tourist flows exist. Here the main purposes of travel and the forms of management of the activities that are main in each of the modalities will be differentiated.

The contents of this subject will allow the study of the essential topics of the tourist modalities that are developed with greater frequency in today's international tourism.

General objectives

- Characterize the different modalities that exist and especially their relationship with the tourist resource/attraction to which it is associated.
- Comprehensively analyze the phenomena that occur in the management activity of each modality.

Specific objectives

- Define the initial concepts of tourist modalities.
- Identify the tourist resource as a fundamental base for the development of tourist modalities.
- Evaluate the importance and necessity of the inventory of tourist resources to promote the development of the different modalities in a certain territory, as well as the methods for its realization.
- Characterize each tourist modality internationally and in Cuba.
- Identify the main management techniques used in each modality.

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- Analyze the development problems presented by each modality.
- Analyze the forms of marketing used in each modality.

Contents

Topic 1. The tourist modalities. Definition. Its relationship with tourist resources

Topic 2. Sun and Beach Tourism

Topic 3. Nature Tourism

Topic 4. Cultural and city tourism

Topic 5. Health tourism

Topic 6. Sports and Adventure Tourism

Topic 7. Professional and Business Tourism

Evaluation system:

Systematic evaluations in meetings.

Partial evaluations

Final exam

3. Tourism economics

Program structure:

Foundation of the subject

The subject deals with the study of the economic activity of tourism as a science that seeks the optimal alternatives for the resources available to Tourism. It allows the student to understand the evolution of the tourism sector both in the country and internationally, as well as the behavior of the economy as a science in general and in the context of the historical process that has evolved until the formation of the current Cuban economy and its business network. today, preparing them to identify the possible scenarios of the economic activity of tourism. It contributes to the best use of the material and financial resources available in the socialist company, by studying and identifying the existing needs in the market.

General Objective

Apply the Economy of Tourism in the learning by the student of the scientific conception of the world through a system of essential knowledge about the economic activity of tourism that allows him to successfully carry out different strategies and negotiations in the tourism sector showing corresponding ethical convictions. With the graduate profile of the sector.

Specific objectives

- Analyze the concepts related to the economic activity of tourism, as well as the regularities of the tourism sector and its role in the country's economy.
- Identify future tourism scenarios based on future projections of tourism demand and tourism supply.

Contents

Topic I. Regularities of the tourism sector and the role of the economy in the sector.

Theme II. Equilibrium relations between tourism supply and tourism demand.

Theme III. The growth of the tourism sector and national economies

Evaluation system

Systematic evaluations in meetings.

Partial evaluations

Final exam

4. Management of tourist destinations

Program Structure:

Foundation of the subject

The development of tourist activity in Cuba has been sustained, fundamentally, from the availability of existing attractions in the different territories of the country. In this development process, certain regions have been privileged, taking into account the limited availability of resources and other factors that restrict the possibility of undertaking said development throughout the national geography.

The continuous process of development forces us to consider the training of a professional who is capable of assimilating the most appropriate concepts and techniques for managing the activities of the sector that, fundamentally, are developed in the different territories of the country.

For this reason, the preparation of the student is oriented towards the knowledge of a set of essential elements to address, in an integral way, the processes of development and management of a space or territory that acts as a tourist destination in the interior of the country. In addition, as part of this training, the subject will promote habits and skills that allow the graduate to actively participate in the search for and solution of those problems that arise in the entire management process of a tourist destination.

General objective

Provide students with the necessary knowledge and tools that allow them to identify, diagnose and manage the processes related to the Management of Tourist Destinations, for carrying out market studies and decision-making in the different tourist entities.

Specific objectives

- Base the main aspects related to the territorial approach to tourism.
- Identify the main aspects that interact in tourism development and the particularities of the fundamental processes and operations that take place in a tourist destination.
- Identify the elements related to the territorial planning of tourism development and the Instruments for strategic management.
- Apply computerized integrated management systems for tourist destinations.

- Assess the need and importance of the quality of the tourist space. The image of destiny. The competitiveness of tourist destinations.
- Integrate elements of urban tourism management. The ancient cities. Local heritage management. The historical-cultural heritage and its tourist potential.
- Base the comprehensive approach in the management of a tourist destination and its scientific treatment.
- Interpret the main elements that influence the evolution of a tourist destination.

Contents

- Topic 1. Territorial elements of tourism management.
- Topic 2. Destination management and its particularities
- Topic 3. Integrated destination management systems
- Topic 4. Quality of the destination. Destination image and brand
- Topic 5. The local management of the destination
- Topic 6. Evolution of destiny

5. Tourist Enterprises

Program Structure:

Foundation of the subject

The subject promotes an entrepreneurial culture in organizations and provides tools that contribute to the encouragement of their employees to act as intra-entrepreneurs; it addresses general aspects related to Management. It offers a system of knowledge and skills that allow students to design, develop and evaluate tourism enterprise projects in state, non-state and mixed entities in correspondence with new trends and social, cultural and economic conditions in correspondence with regulations. in force in the legal regulatory framework.

It constitutes an integrating reference. It provides students with theoretical elements and fundamental work tools for their professional performance, promoting entrepreneurial behavior focused on the need to create sustainable projects for innovation and ventures with the capacity to generate value, wealth and jobs with high added value.

General objective

- Acquire a general culture of management and services interpreting the particularities of their employment in the tourism sector.
- Assimilate a comprehensive scientific conception of business management related to the creation of new entrepreneurial projects and their manifestations in tourism.

Specific objectives

- Make an approach to business management (individual and corporate), analyzing the factors that affect the process of creating a company, developing the skills of the entrepreneurial entrepreneur.

- Identify new opportunities in the evolution of the socio-economic and technological environment as a source of opportunities for new initiatives and business projects.
- Assess the economic-financial and environmental viability of the project.
- Identify the clients, their needs, as well as the material, human and financial resources that they will need.
- Design, develop and evaluate tourism enterprise projects

Evaluation system

Systematic evaluation by encounters.

Partial evaluations

Final exam

Bibliography

Basic

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