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Marketing Management Trends In Tourism And Hospitality ...International Journal Of Marketing Studies; Vol. 5, No. 3; 2013 ISSN 1918-719X E-ISSN 1918-7203 Published By Canadian Center Of Science And Education 13 Marketing Management Trends In Tourism And Hospitality Industry: Facing The 21st Century Environment Nuno Gustavo1 1 Estoril Higher Institute For Tourism And Hotel Studies, Estoril, Portugal Jan 3th, 2023HTM 5423 Hospitality And Tourism Marketing Management Fall ...HTM 5423

Course Schedule - Fall 2019** Week Date Topic Class
Preparation 1 8/21 Marketing Course Introduction
Syllabus Reading And Discussion Assignment: Dilek, E.
& Harman, S. (2017). Hospitality Marketing: A
Historical Perspective, In Gursoy, Dogan (Ed) The
Routledge Handbook Of Feb 4th, 2023Marketing-south-
african-tourism-and-hospitality 1/6 ...Using
Contemporary Case Studies Such As South African
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INTEGRATED MARKETING PLAN AND PROGRAM 16
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