



THE UNIVERSITY
OF THE
WEST INDIES

Masters Programme
Faculty of Social Sciences



Department of Management Studies

MSc. Tourism Marketing

This programme provides the focus and framework for organisations to develop a comprehensive and integrated plan to meet long-term objectives, and to ensure that destinations on the whole achieve greater sustainable competitive advantage.

2017-2018

MSc. TOURISM MARKETING

The programme aims to provide conceptual, theoretical, managerial and practical understanding and knowledge in the area of tourism marketing. The programme recognizes that the post-global financial crisis period, will require a new genre of tourism marketing that extends beyond traditional views of marketing as mainly involving promotions and sales, to a more holistic approach to marketing that seeks to coordinate resources, set targets, minimise risk through analysis of the internal and external environment and examine the various ways of targeting different market segments. In this regard, this programme provides the focus and framework for organisations to develop a comprehensive and integrated plan to meet long-term objectives, and to ensure that destinations on the whole achieve greater sustainable competitive advantage.

Objectives

The programme aims:

- To generate the level of intellectual and academic qualities required to expand the boundaries of knowledge in tourism marketing;
- To extend the breadth of tourism-related education and knowledge in the Caribbean;
- To develop the qualities and transferable skills including initiative, strategic focus, decision-making and independent learning ability necessary for today's complex tourism environment;
- To provide a sound understanding and critical awareness of contemporary tourism marketing issues;
- To position students to assume leadership roles in destination or organizational tourism or services marketing.

Entry Requirements

To qualify for entry to this programme, applicants should normally have at least a Second Class Honours degree or its equivalent. Candidates with Pass Degrees who have other relevant qualifications and substantial experience will be considered for entry on a case-by-case basis.

Duration

The programme can be completed in 18 months of full-time study or 24 months of part-time study. A full-time student will be allowed a maximum of 24 months to complete the programme and a part-time student will be allowed a maximum of 48 months.

Programme Structure/ Course of Study

Students are required to gain 42 credits through successful completion of 9 compulsory and 3 elective courses (3 credits each) and a final project (6 credits). Some courses will have an Action Learning component which will enable the student to link theories and concepts to industry practices.

Classes are held during the traditional semesters and sessions are also held during the summer period. Some courses are semester-long while other courses are conducted in intensive two to three week periods. At the end of the taught component of the programme, students may choose to do a Research Paper or an Internship with an Applied Research Project.

Internship with Applied Research Project

Students selecting the Internship with Applied Research Project will be required to undertake a three-month internship and submit a paper documenting their experience and relating it to material covered throughout the core programme. The report must be underpinned by sound theoretical and conceptual ideas taught throughout the course and must therefore demonstrate strong and relevant links between theory and industry practice(s). Students with little work experience in the industry should be encouraged to take this option.

Research Paper

Students selecting the Research Paper will independently study an area of their interest in tourism or hospitality management.

Students will be given guidance throughout the stages of the research process and produce a research paper presentation of their topic. The student will develop an appropriate research programme incorporating empirical data gathering as well as a literature review highlighting the development of theory/conceptual frameworks. The final research paper must include a literature review, methodology, results, discussion, conclusions, bibliographies and appendices.

Cost

Programme fee BDS \$ 30,000
(US \$ 15,000)

Plus ID Card Fee BDS \$ 30.00
(US \$ 15.00)

Plus UWI Registration fees –
BDS \$ 520.00 (US \$ 260.00) per semester.

LIST OF COURSES

Compulsory

- Accounting for Managerial Decision Making
- Marketing Management
- Consumer Behaviour
- Marketing Research
- Integrated Marketing Communications
- Research Methods for Business and Social Sciences
- Caribbean Tourism Business Environment Workshop (0 credits)
- Tourism Destination Management
- Strategic Marketing for Tourism and Hospitality
- Human Resources Management
- Internship with Applied Research Project (6 credits) OR
- Research Paper (6 credits)

Select 3 electives (3 credits each) from

- Sustainable Tourism Development
- Service Quality in Hospitality and Tourism
- Contemporary Issues in Tourism and Hospitality
- Risk, Crisis & Disaster Management
- Hospitality Consultancy
- Resort Hotel Development and Operations
- Sports and Events Management

Select 3rd elective from any approved postgraduate level course from the Faculty of Social Sciences

Language Workshops – Students select one of those on offer

- French
- Mandarin
- Portuguese
- Spanish

Programme Fee and University Registration fees are subject to change.

Students enrolled in this self-financed programme are billed for the courses for which they register each semester. University fees are additional to the programme fees and are billed every semester until the degree has been awarded.

CONTACT INFORMATION FOR MSc. Tourism Marketing

Programme Coordinator

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Please visit the Tourism Programme website

www.cavehill.uwi.edu/fss/MGMT/graduate

HIGHER DEGREE PROGRAMMES

FACULTY OF HUMANITIES & EDUCATION

MA Caribbean Studies:
Languages / Literatures

MA Creative Arts

PG Dip / MA Cultural Studies

MA History

MA Heritage Studies

MA Linguistics

PG Diploma in Education (*Secondary*)

Master in Education (MEd)

specialisations (Curriculum Studies; Educational Leadership; Inclusive Practices for Special Needs Students; Language & Literacy Education; School Counselling; Science and Technology Education; Social Context and Education Policy; Testing, Measurement and Evaluation; and The Psychology of Education)

FACULTY OF LAW

LLM / PG Diploma Law

(with specialisations in Corporate & Commercial Law, Public Law, Intellectual Property Law, General)

FACULTY OF MEDICAL SCIENCES

DM Anaesthesia and
Intensive Care

DM Emergency Medicine

PG Dip / MSc., DM

Family Medicine

DM General Surgery (Parts I and II)

DM Internal Medicine

DM Obstetrics and Gynaecology

DM Ophthalmology

DM Orthopedics (Part II)

DM Paediatrics
DM Psychiatry
Master in Public Health

FACULTY OF SCIENCE & TECHNOLOGY

PG Dip / MSc. Biosafety

PG Dip / MSc. Computing Innovation

MSc. Computing Research

MSc. Natural Resource and
Environmental Management

PG Dip / MSc. Technology
Entrepreneurship

MSc. Renewable Energy
Management

FACULTY OF SOCIAL SCIENCES

Master of Social Work

MSc. Applied Psychology

MSc. Banking & Finance

MSc. Building & Construction
Management

MSc. Business Analytics
*(with optional specialisations in Finance
or Marketing)*

MSc. Counselling Psychology

MSc. E-Governance for
Developing States

MSc. Financial & Business
Economics

MSc. Financial Management

MSc. Human Resources
Management

MSc. Integration Studies

MSc. International Management

MSc. International Trade Policy

MSc. Investments

& Wealth Management

MSc. Labour & Employment
Relations

MSc. Logistics and Supply
Chain Management

MSc. Marketing

MSc. Project Management
& Evaluation

MSc. Sociology

MSc. / PG Dip. Sport Sciences

MSc. Tourism & Events
Management

MSc. Tourism & Hospitality
Management

MSc. Tourism & Sport
Management

MSc. Tourism with Project
Management

MSc. Tourism Marketing

MSc. Transport Economics

THE INSTITUTE FOR GENDER AND DEVELOPMENT STUDIES

PG Dip / MSc. Gender and
Development Studies

CAVE HILL SCHOOL OF BUSINESS

Doctor of Business
Administration

Executive Master in
Business Administration (*offered
in three specialisations: – General
Management, Public Sector Management
and Human Resource Management*)

Masters in Business Administration
(Entrepreneurship)

International Master in
Business Administration

Masters in Entrepreneurship
and Innovation



UWI also offers a range of MPhil and PhD programmes in a number of areas. Information on these as well as our application process, online application forms, and the documentation required can be found at:

www.cavehill.uwi.edu/gradstudies