

## Faculty of Higher Education

<b>Subject Code</b>	TOM719
<b>Subject Name</b>	Tourism Marketing Data and Analytics
<b>Credit points</b>	6
<b>Study Level</b>	Year 3
<b>Delivery mode</b>	On campus
<b>Location</b>	Melbourne
<b>Prerequisites</b>	TOM709 Tourism Market Research

<b>Subject Coordinator</b>
Madelene McWha
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<b>Subject Overview</b>	<p>This subject explores the sources of tourism marketing information and how these data can be treated. Students will be introduced to some of the ethical implications associated with data collection and retention. Students will gain an understanding the sources of information and data available, including big data. Building on existing research knowledge students will apply, manipulate and interpret tourism marketing data utilising both qualitative and quantitative software, such as NVivo and SPSS</p>
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<b>Learning Outcomes</b>	Demonstrate application of learning by coding data using both qualitative and quantitative software.
	Organise data in preparation for analysis and translate the results or outcomes of data models.
	Translate a management problem into a feasible marketing research question.
	Evaluate current tourism marketing issues.
	Critique research design, methodology and analytics.

<b>Assessments</b>	<b>Details</b>	<b>Weighting</b>
	In class tests	30%
	Critical review	30%
	Research proposal report	40%

<b>Graduate Attributes addressed in this subject</b>	Preparedness
	Systematic and coherent body of knowledge
	Cognitive skills to synthesise knowledge