

# International Polytechnic Summer School "Tourism Marketing Toolkit"

## 圣彼得堡国立技术大学

所具有的等级和资质: **Internationally Recognized SPbPU Certificate with list of completed courses, grades and ECTS**

学习语言: 英语

学习方式: 面授

长度: 2 周

免费学习的可能性: 没有

费用: **550 Euro**

学院网站的方案页面:

<https://english.spbstu.ru/education/programs/short-term-programs/summer-school/business-management/innovative-marketing-technologies-tourism-theory-practice/>

方案保管人: **Department of International Educational Programs**

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The course "Innovative marketing technologies in tourism" will provide students with hands-on practical knowledge and skills in how to cater tourists needs and wants successfully. The 3 -week programme will give you the opportunity to combine a number of marketing courses covering such topics as international tourism marketing, segmentation and targeting, consumer behaviour, digital marketing and more.

The course covers a comprehensive review of existing mechanisms for innovative tourist product creation and promotion. The emphasis is put on Russian experience. Within the module you will gain the knowledge about Russian culture, traditions and identity. You will get the closer look at Saint Petersburg in the context of Russian culture, examine the best practices of Russian tourist industry .

The training course will be held in the format of scientific-practical discourse as close as possible to the realities of today's international competition. Lectures, seminars and business games are to cover the most important and challenging issues of innovative marketing technologies in tourism: from theory to practice both in Saint-Petersburg and Russia. And the entertainment program will help this study to be efficient and unforgettable.

Program dates:

Arrival: Jul 04 - 05, 2020

Classes: Jul 06 - 17, 2020

Departure: Jul 18 - 19, 2020

Duration: 2 weeks

ECTS credits: 5.0

Deadline for registration:

Early bird deadline: March 23, 2020

- for non-EU citizens: April 20, 2020
- for EU and visa-free countries' citizens: June 08, 2020 (applicable for Iranian and Indian citizens as well)

本方案范围内专业化