



TUI and its Marketing Plan

By Kerstin Schneider

GRIN Verlag Aug 2012, 2012. sonst. Bücher. Book Condition: Neu. 221x65x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: 2,1 , European College of Business and Management (ECBM) London, language: English, abstract: This assignment deals with the concept of marketing communications based on the example of the German tour operator TUI (Tourism Union International). The company was established in 1986 and is now the German market leader in the sector of leisure travel. In the first part of this assignment the process of purchasing decisions in the light of consumer behaviour will be analysed. Then the changes in buying behaviour will be examined and their impact on TUI will be demonstrated. The second part discusses the respective steps of the planning process of an advertising campaign and its implementation on the tour operator. The assignment ends with a recommendation for the company, stressing different tools which can be integrated in the marketing communication mix. 16 pp. Englisch.



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