

DESCRIPTION OF THE COURSE OF STUDY

Course code	0532-1TiR-C24-MT	
Name of the course in	Polish	Marketing w turystyce
	English	<i>Marketing in tourism</i>

1. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES

1.1. Field of study	Marketing in tourism
1.2. Mode of study	Full time studies
1.3. Level of study	Bachelors Degree
1.4. Profile of study*	Practical
1.5. Person/s preparing the course description	dr hab. Ewa Nowak, prof. UJK
1.6. Contact	ewa.nowak@ujk.edu.pl

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2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language of instruction	English
2.2. Prerequisites*	Basics of statistics, touring.

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3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

1. Form of classes	lecture, seminar	
1. Place of classes	UJK classrooms	
1. Form of assessment	Exam, pass with grade	
1. Teaching methods	Lectures, discussions, presentations, brainstorming, case method, situational method	
1. Bibliography	Required reading	red. nauk. Panasiuk A. aut. Małgorzata Janiszewska, Marketing w turystyce i rekreacji, Polskie Wydawnictwo Naukowe PWN, Warszawa 2013. L. Garbarski, I. Rutkowski, W. Wrzosek, Marketing, Polskie Wydawnictwo Ekonomiczne, Warszawa 2000 red. T. Sławoj Tanaś, Justyna Mokras - Grabowska, Od autentyczności do komercji- o doświadczaniu w turystyce, Łódź : Wydawnictwo Uniwersytetu Łódzkiego, 2014
	Further reading	Jakóbczyk-Gryszkiewicz, Jolanta .Komunikacja marketingowa w turystyce, Katowice”Śląsk” Wydawnictwo Naukowe, 2007. Pizło, Wojciech, Przewodnik metodyczny po marketingu, Warszawa , Wydawnictwo WGGW, 2020. Travaglini, Armando, Marketing internetowy w turystyce revenue management w hotelarstwie ,Warszaw CeDeWu, 2017.

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4. OBJECTIVES, SYLLABUS CONTENT AND INTENDED LEARNING OUTCOMES

1. Course objectives (including form of classes)

C1.- presentation of the essence and importance of marketing in tourism and recreation.

C2. - to show how to plan and use main instruments of the

marketing mix, i.e. product, price, distribution and promotion of tourist and recreational services,

C3. - marketing and marketing communications, marketing communications of the staff of tourism enterprises and service providers.

1. Detailed syllabus (including form of classes)

Lectures (including e-learning)

1. Functions of service marketing, tourism product - definition, structure, life cycle. Elements of place branding. (2 hours)
2. Strategic marketing goals: awareness, interest, transaction, loyalty. (2 hours)
3. Principles of differentiating the prices of tourist and recreational services, yield management techniques in tourism and recreation. (2 hours)
4. Distribution channels for tourism and recreational services. Promotion of tourism and recreational services (2 hours).
5. Marketing plan: prices and market. (2 hours)
6. Branding in tourism and recreation. (1 hour)
7. Formulating marketing and image goals. (2 hours)
8. Marketing campaigns: good practices well known brands. (2 hours)
9. Types of organization image. Public relations .. (1 hour)

Seminars (including e-learning)

1. Discussion of the essence of marketing of tourism and recreational services through case study analysis (2 hours)
2. Tourism product, recreational service - theory and practice (examples). (2 hours)
3. Building new tourism products and recreational services (group work). (2 hours)
4. Price differentiation in tourism and recreation (case studies). (2 hours)
5. Distribution of tourism and recreational services (case study analysis). (2 hours)
6. Creating a promotional plan for new tourism products and recreational services. (2 hours)
7. Promotion of tourism and recreational services in modern media (including the Internet). (2 hours)
8. Building the image of entities offering tourist and recreational services. (2 hours)

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4.3 Intended learning outcomes

C o d e	A student, who passed the course	Relation to learning outcomes
within the scope of KNOWLEDGE:		
W01	characterizes the basic terms in the field of marketing in tourism and recreation	TIR1P _W01
W02	describes the basic principles of shaping marketing in an economic entity specializing in tourism and recreation, taking into account the applicable rules and standards regulating its functioning in the market economy	TIR1P _W04
W03	Explains and interprets the rules of legal regulation concerning the organization of forms of influencing the market with the use of knowledge in the field of tourism and recreation	TIR1P _W07
within the scope of ABILITIES:		
...U01	is able to propose an offer of tourism products that take into account the specificity of the industry	TIR1P _U01
U02	prepares typical written studies using theoretical knowledge and available source materials, as well as letters containing proposals for solutions to specific problems in the field of marketing management in a tourism enterprise	TIR1P _U05
U03	prepares oral presentations in Polish or a foreign language in the field of marketing communication in enterprises providing tourist services	TIR1P _U10
within the scope of SOCIAL COMPETENCE:		
...K01	operates in a practical and entrepreneurial manner, actively using the latest knowledge to undertake marketing activities in tourism services	TIR1P _K01

1. Methods of assessment of the intended learning outcomes																								
Teaching outcomes (code)	Method of assessment (+/-)																							
	Exam oral/written*			Test*			Project*			Effort in class*			Self-study*			Group work*			Others* e.g. standardized test used in e-learning					
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes					
	L	S	...	L	S	...	L	S	...	L	S	...	L	S	...	L	S	...	L	S	...	L	S	...
...W01	X							X					X											
W02	X				x																			
W03	X				x																			
...U01	X				X			X					X											
U02	x							X					X											
U03	X							X					X											
...K01	X										X						X							

*delete as appropriate

1. Criteria of assessment of the intended learning outcomes		
Form of classes	Grade	Criterion of assessment
lecture (L) (including e-learning)	3	It characterizes and develops tourism products in line with the marketing concept. He knows the classic marketing concept (4P's)
	3,5	Describes selected measures of the quality of tourism services. Explains the importance of price as one of the most important marketing tools. Names and explains the criteria for differentiating prices
	4	He knows the rules of law in the field of tourism promotion. Explains the consequences of marketing for consumer interests (opportunities and threats).
	4,5	Characterizes the basic principles of targeting. Develops target marketing strategies and carries out market segmentation.
	5	It explains and justifies the key elements of Kapferer's brand identity model.
Seminars (S)* (including e-learning)	3	Characterizes marketing tools - gives examples. He knows the rules and is able to create an effective promotional message. He points to good promotional practices on the example of selected destinations.
	3,5	Characteristics and models of direct marketing.
	4	Forms and understands marketing missions. He points to good promotional practices on the example of selected destinations.
	4,5	Develops a folder for a selected tourism product, proposes a mission and an advertising slogan. Provides concepts for the selection and effective use of marketing market instruments and methods of acquiring buyers for the selected tourism product.
	5	Develops a marketing strategy for a selected destination in the tourism sector. It presents the concepts of marketing research.
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	4	
	4,5	
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5. BALANCE OF ECTS CREDITS – STUDENT’S WORK INPUT

Category	Student's workload	
	Full-time studies	Extramural studies
<i>NUMBER OF HOURS WITH THE DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/</i>	30	18
<i>Participation in lectures*</i>	15	9
<i>Participation in classes, seminars, laboratories*</i>	15	9
<i>Preparation in the exam/ final test*</i>		
<i>Others (please specify e.g. e-learning)*</i>		
<i>INDEPENDENT WORK OF THE STUDENT/NON-CONTACT HOURS/</i>	45	57
<i>Preparation for the lecture*</i>		
<i>Preparation for the classes, seminars, laboratories*</i>		
<i>Preparation for the exam/test*</i>		
<i>Gathering materials for the project/Internet query*</i>		
<i>Preparation of multimedia presentation</i>		
<i>Others *</i>		
<i>TOTAL NUMBER OF HOURS</i>	75	75
ECTS credits for the course of study	3	3

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**delete as appropriate*

Accepted for execution (date and legible signatures of the teachers running the course in the given academic year)

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