

NAME OF THE COURSE		MARKETING FOR TOURISM AND HOSPITALITY				
Code	ECTB04	Year of study	3			
Course teacher	Assist.Prof. Ante Mandić, PhD Assist.Prof. Davorka Mikulić, PhD	Credits (ECTS)	4			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		13	
Status of the course	Elective	Percentage of application of e-learning	30%			
COURSE DESCRIPTION						
Course objectives	The main course objective is to introduce students to the application of the marketing concept in tourism and to ensure development of students' skills and competences for the application of theoretical knowledge in real business environment.					
Course enrolment requirements and entry competences required for the course	Defined by the Faculty's rules.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>During the course, students will integrate a whole range of theoretical and empirical insights about the application of marketing in tourism business, analyse strategic marketing aspects and evaluate procedures related to the application of marketing mix in hospitality business.</p> <p>Individual learning outcomes:</p> <ol style="list-style-type: none"> 1. analyse methodological procedures for doing tourism marketing research 2. analyse procedures for selecting marketing strategies 3. analyse the application of marketing mix in hospitality business 4. analyse the elements of integrated marketing communication in hospitality companies 5. evaluate eMarketing tools in tourism 					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercises			
	Topic	Hours	Topic	Hours		
	Introduction to Tourism and Hospitality Marketing	2	Introduction to course	1		
	The role of marketing in strategic planning	2	Case study analysis	1		
	Marketing Information Systems and Marketing Research	2	Case study analysis Self-evaluation: 1	1		
	Market Segmentation and Market Positioning	2	Case study analysis	1		
	Designing and managing products	2	Case study analysis	1		
	Consumer – driven marketing strategy	2	Case study analysis Self-evaluation: 2	1		
	Pricing Strategy in Tourism	2	Case study analysis	1		
	Distribution Channels in Tourism	2	Case study analysis	1		

	Promoting tourism products	2	Case study analysis Self-evaluation: 3	1		
	The Impact of Technology on Marketing Mix	2	Case study analysis	1		
		2	Case study analysis	1		
	Destination Marketing	2	Case study analysis	1		
2		Case study analysis Self-evaluation: 4	1			
Format of instruction	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> (other)			
Student responsibilities	To pass this course, along with a final exam, students are expected to prepare a seminar consisting of a written report and presentation. Mandatory attendance: 70%.					
Screening student work (<i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i>)	Class attendance	1 ECTS	Research		Practical training	
	Experimental work		Report		(Other)	
	Essay		Seminar essay	1 ECTS	(Other)	
	Mid-term tests	2* ECTS	Oral exam		(Other)	
	Written exam	2 ECTS	Project		(Other)	
Grading and evaluating student work in class and at the final exam	<p>There are two written exams during the semester. Only those students who pass the first one can participate in the second one. To pass the exam, the results obtained have to be 60% or more. If both exams are positive, then the student is not required to write the final exam.</p> <p>The students can also apply for the oral exam within three days after the final results have been published. In specific circumstances, the course teacher holds the right to invite students to participate in the oral exam.</p> <p>The final grade on this course is the sum of three components: written exams (or final exam) - 70 points, seminar - 25 points, individual participation - 5 points.</p> <p>Grading scale: < 60 points = unsatisfactory, 60-69 points = satisfactory, 70-79 points = good, 80-89 points = very good, and 90-100 points = outstanding.</p>					
Required literature (available in the library and via other media)	Title		Number of copies in the library	Availability via other media		
	Kotler, P., Bowen, J.T., Makens, J.C., Baloglu, S. (2017). <i>Marketing for Hospitality and Tourism</i> (7ed). Pearson.		10			
	Kotler, P., Bowen, J.T., Makens, J.C., (2008), <i>Marketing for Hospitality and Tourism</i> , Pearson		5			
	Marušić, M., Prebežac, D., Mikulić, J. (2019). <i>Istraživanje turističkih tržišta</i> . Sveučilište u Zagrebu, Zagreb.		9			
	Senečić, J., Vukonić, B., (1997), <i>Marketing u turizmu</i> , Mikrorad, Zagreb		5			

Optional literature (at the time of submission of study programme proposal)	<ul style="list-style-type: none"> - Journals: Annals of Tourism research Tourism Management Journal of Travel Research International Journal of Contemporary Hospitality Management Journal of Hospitality Marketing and Management Journal of Travel and Tourism Marketing Journal of Destination Marketing - Research papers (among others): - Neal, J.D. and Gursoy, D. (2008). A Multifaceted Analysis of Tourism Satisfaction. Journal of Travel Research, Vol.47, pp.53-62. 0.1177/0047287507312434 - Koo, B., Yu, J., Han, H. (2020). The role of loyalty programs in boosting hotel guest loyalty: Impact of switching barriers. International Journal of Hospitality Management, Vol.84. https://doi.org/10.1016/j.ijhm.2019.102328 - Rigall-I-Torrent, R., Fluvià, M., Ballester, R., Saló, A., Ariza, E., & Espinet, J.-M. (2011). The effects of beach characteristics and location with respect to hotel prices. Tourism Management, 32(5), 1150–1158. doi:10.1016/j.tourman.2010.10.005 - Kim, J. H., & Kang, K. H. (2018). The effect of promotion on gaming revenue: A study of the US casino industry. Tourism Management, 65, 317–326. doi:10.1016/j.tourman.2017.05.005 - The official websites of relevant organisations and institutions and officials reports. 		
Quality assurance methods that ensure the acquisition of exit competences	<p>Lectures attendance and other students' commitments monitoring (course teacher)</p> <p>Monitoring of the course's performance (Vice Dean for Education)</p> <p>Analysis of the studying success (Vice Dean for Education)</p> <p>Students' questionnaire on the lecturers' quality and the quality of course outcomes (University of Split, Centre for quality assurance)</p> <p>Examination is used as an instrument to evaluate individual course outcomes by the course lecturer. The content of exam is reassessed periodically in order to assure compliance with the course outcomes (Vice Dean for Education).</p>		
Other (as the proposer wishes to add)	During the semester, visitor lectures could be organised.		