

NAME OF THE COURSE		Hotel business marketing						
Code	EUT206	Year of study	3st					
Course teacher	Neven Šerić, PhD, Full professor Mrio Pepur, PhD, Assistant professor	Credits (ECTS)	5					
Associate teachers	External, on joint workshops lead by course leader	Type of instruction (number of hours)	L	S	E	F		
			26		26			
Status of the course	Mandatory	Percentage of application of e-learning	30 %					
COURSE DESCRIPTION								
Course objectives	<ol style="list-style-type: none"> 1. Adopt the theoretical and practical knowledge of marketing application in hotel business 2. Adopt the theoretical and practical marketing knowledge of managing an integrated hotel product. 3. Adopt marketing tools to improve the image and business of the hotel. 							
Course enrolment requirements and entry competences required for the course	Regulated by The Statute of Faculty of Economics, University of Split, as well as the Study Regulations.							
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	<p>Key learning outcome:</p> <ol style="list-style-type: none"> 1. Analyze the design, design and implementation of marketing elements in hotel business. <p>Particular learning outcomes:</p> <ol style="list-style-type: none"> 1. Analyze the possibilities of applying marketing tools in the hotel business 2. Connect marketing management activities to an integrated hotel product 3. Identify competitive pricing policy in hotel business. 4. Differentiate the components of integrated marketing communications in hotel business 5. Connect the activities of the promotional elements of the hotel 6. Analyze the content and purpose of a marketing plan in a hotel business 							
Course content broken down in detail by weekly class schedule (syllabus)	Week	Lectures		Exercises		Individual assignments and a knowledge assessment		
		Topic	Hours	Topic	Hours	Activities	Within time sched.	Grade
	1	Marketing of a modern hotel business.	2	Forms and methods of hotel marketing management.	2	Seminar	<input type="checkbox"/>	%
	2	Marketing strategies functions in hotel business.	2	Strategic hotel marketing plan.	2	Seminar	<input type="checkbox"/>	%
	3	Marketing information system in hotel business.	2	A practical example of MIS.	2	Seminar	<input type="checkbox"/>	%
	4	The research of emissive tourist markets.	2	How to obtain secondary data?	2	Seminar	<input type="checkbox"/>	%
	5	Marketing strategies of hotel business.	2	Workshop: A practical example of a small hotel.	2	Seminar	<input type="checkbox"/>	%
	6	Marketing communication of hotel business.	2	Workshop: PR functions of a small hotel.	2	Seminar	<input type="checkbox"/>	%

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	7	Managing a hotel as a tourism product.	2	Business case: Inventing a new hotel to form a novel product.	2	Seminar	<input type="checkbox"/>	%
	8	Managing the prices of hotel business.	2	Pricing strategies of hotels in Croatia.	2	1 st prelim. exam	<input type="checkbox"/>	50%
	9	Sales and distribution of hotel business.	2	Workshop: How to sell hotel accommodations on the global market.	2	Seminar	<input type="checkbox"/>	%
	10	Managing the hotel business promotion.	2	Business case: Elaborating a promotional mix of a small hotel.	2	Seminar	<input type="checkbox"/>	%
	11	Advertising; Improving the sales; Direct marketing.	2	Business case: Enhancing the accommodations sale of a small hotel.	2	Seminar	<input type="checkbox"/>	%
	12	E-marketing, publicity and Public Relations.	2	Workshop: Web promotion of a small hotel.	2	Seminar	<input type="checkbox"/>	%
	13	Marketing plan; its contents and purpose.	2	Workshop: Drafting a marketing plan for a hotel business.	2	Seminar	<input type="checkbox"/>	%
Format of instruction	X lectures X seminars and workshops X exercises <input type="checkbox"/> <i>on line</i> in entirety <input type="checkbox"/> partial e-learning <input type="checkbox"/> field work			X independent assignments X multimedia <input type="checkbox"/> laboratory X work with mentor X guests from business practice				
Student responsibilities	Signature prerequisites: at least 50% attendance on lectures, as well the seminars and practical lessons. Signature is a prerequisite for talking the final exam.							
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	Research		Practical training	3		
	Experimental work		Report	option 1	(Other)			
	Essay	1	Seminar essay		Market research in practice			
	Tests	option 1	Oral exam	option 1	(Other)			
	Written exam	option 1	Project	option 2	(Other)			
Grading and evaluating student work in class and at the final exam	During the semester students can complete several practical tasks. One practical task is mandatory for obtaining signature. Insufficient number of completed tasks (practical task + essay) and two positively graded colloquium tests can be compensated by attaining optional ECTS points upon agreement with course teacher. The exam is conducted by the course teacher. Point range and matching grades for written tasks and tests: 0-49 fail (1) 50-65 satisfying (2) 66-75 good (3) 76-85 very good (4) 86-100 excellent (5) The exam is considered passed if the student attended 50% of all the lectures and practice classes (an exception is possible with written excuse for non-attending obtained from proper authority), and if written tests and exams are positive. If a student fails to meet these requirements, it is possible, (in concordance with course teacher) to have additional activities (project + field research) and pass written and oral examination. The final grade is the average of all these. However, the exam is							

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	considered passed only if both written and oral parts of the exam are positive for the student who fail to fulfil the required task during semester.		
	Title	Number of copies in the library	Availability via other media
Required literature (available in the library and via other media)	1.Raju, G.P., <i>Tourism marketing and management</i> , Manglam publications, Delhi, India 2009.	2	yes
	2.Šerić, N., Ljubica, J., Jerković, M., Evaluation of the tourist resort strategic management model in the eastern Adriatic litoral, Proceedings Challenges of Europe - Growth, Competitiveness and Inequalities 2015. EFST Split pp. 273 – 290	10	yes
Optional literature (at the time of submission of study programme proposal)	3.Dwyer, L., Edwards, D., Tourism product and service innovations to avoid strategic drift, <i>International Journal of Tourism Research</i> , Vol. 11, 2008. pp. 321-335 4.Laws, E., <i>Tourism marketing: Quality and Service Management Perspectives</i> , Continuum, London 2002. 5.Pike, S., <i>Destination marketing: an integrated marketing communication approach</i> , Elsevier, Oxford UK 2008.		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> • Monitoring class attendance, monitoring successful completion of all the student tasks by the teacher; • Monitoring classes carried out by colleagues and the Vice Dean, if necessary; • Analyzing successful completion of all course classes; • Student questionnaire on teacher and class quality for every course class (UNIST, quality improvement center) • Creating the written tasks and fulfilling the exam procedure controlled by the course teacher means that all teaching outcomes are accounted for. Occasional insight by the Vice Dean into class content, tasks and exams is performed in order to establish the proper studying outcome. 		
Other (as the proposer wishes to add)	Possibility of participating interested students in practical student projects in order to get acquainted with concrete business practice		