

NAME OF THE COURSE	Marketing strategies in tourism																																	
Code	EUTC03	Year of study	1st																															
Course teacher	Kursan Ivana, PhD, assistant professor Neven Šerić, PhD, Full 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	Optional	Percentage of application of e-learning	30 %																															
COURSE DESCRIPTION																																		
Course objectives	<ol style="list-style-type: none"> 1. Adopt and master the methodology of creating, evaluating and applying marketing operational tactical programs, tactics and strategies in tourism business. 2. Acquire practical experience in designing and implementing marketing operational tactics, tactics and strategies in tourism business. 3. Adopt tools to create marketing tactics and strategies in tourism business. 																																	
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. Evaluate marketing strategies and concepts of their design in order to improve the business performance of a tourist subject. <p>Particular learning outcomes</p> <ol style="list-style-type: none"> 1. Promote the effectiveness of marketing strategies in the business of a tourist subject and manage a destination offer. 2. Evaluate marketing strategies in tourism brand management. 3. Evaluate marketing strategies in communication with tourism markets. 4. Review how to create marketing strategies in tourism. 5. Process Tactical Marketing Tools to Design a Marketing Strategy in Tourism. 																																	
Course content broken down in detail by weekly class schedule (syllabus)	<table border="1"> <thead> <tr> <th rowspan="2">Week</th> <th colspan="2">Lectures</th> <th colspan="2">Exercises</th> <th rowspan="2">Individual Activities</th> </tr> <tr> <th>Topic</th> <th>Hours</th> <th>Topic</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Introductory remarks regarding applicable marketing strategies to tourism.</td> <td>2</td> <td>Workshop: Generating ideas of strategies and tactics for tourism purposes.</td> <td>2</td> <td></td> </tr> <tr> <td>2</td> <td>Marketing of relationships – a foundation for the tourism product strategy creation</td> <td>2</td> <td>Business case: The way towards a recognisable tourism brand.</td> <td>2</td> <td></td> </tr> <tr> <td>3</td> <td>Model for creating a competitive tourism marketing strategy.</td> <td>2</td> <td>Business case: Research analysis.</td> <td>2</td> <td></td> </tr> </tbody> </table>						Week	Lectures		Exercises		Individual Activities	Topic	Hours	Topic	Hours	1	Introductory remarks regarding applicable marketing strategies to tourism.	2	Workshop: Generating ideas of strategies and tactics for tourism purposes.	2		2	Marketing of relationships – a foundation for the tourism product strategy creation	2	Business case: The way towards a recognisable tourism brand.	2		3	Model for creating a competitive tourism marketing strategy.	2	Business case: Research analysis.	2	
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	4	Marketing strategy - a way to a competitive tourism subject	2	Workshop: From SWOT analysis to developmental platform of marketing strategy for tourism.	2			<input type="checkbox"/>
	5	Applicability of generic marketing strategies to tourism.	2	Workshop: Modifying the generic marketing strategies.	2			<input type="checkbox"/>
	6	Marketing strategies during the tourism product life cycle.	2	Workshop: Modifying the marketing strategies during the entire life cycle of tourism destination.	2			<input type="checkbox"/>
	7	Diversification strategy in tourism.	2	Workshop: Implementing the diversification strategy to tourism product.	2	1 st prelim. exam		<input type="checkbox"/>
	8	Strategies of growth, segmentation and positioning of a tourism product.	2	Workshop: Implementing the segmentation and positioning strategy in the emissive tourism market.	2			<input type="checkbox"/>
	9	Marketing strategies for mature, declining and growing emissive markets.	2	Workshop: the strategy of destination management, to fulfil the needs of emissive tourism markets.	2			<input type="checkbox"/>
	10	The model of marketing strategy formation for the tourism product targeting an emissive market.	2	Workshop: a practical business case.	2			<input type="checkbox"/>
	11	Marketing strategy for managing the brand and brand equity of a hotel business subject.	2	Business case: managing the tourism brand in practice.	2			<input type="checkbox"/>
	12	The strategy for managing brand identity and brand proposition of a tourism business subject.	2	Workshop: marketing management of identity and the positioning of tourism destination.	2			<input type="checkbox"/>
	13	Guerrilla marketing strategies in tourism.	2	Workshop: creating guerrilla marketing strategies for a particular business case.	2	2 nd prelim. exam		<input type="checkbox"/>
Format of instruction	X lectures X seminars and workshops X exercises <input type="checkbox"/> <i>on line</i> in entirety X partial e-learning X 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 task (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)	Class attendance	1	Research		Practical training	2		
	Experimental work	1	Report	option 2	(Other)			
	Essay	option 1	Seminar essay	option 1	(Other)			
	Tests	option1	Oral exam	option 1	(Other)			

	Written exam	option 1	Project	1	(Other)	
Grading and evaluating student work in class and at the final exam	<p>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.</p> <p>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)</p> <p>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 considered passed only if both written and oral parts of the exam are positive for the students who fail to fulfil the required task during semester.</p>					
Required literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media	
	1. Šerić, N., <i>Branding strategy for specialized tourist product</i> , Advances in management Vol. 7(1) January 2014, pp. 8 – 12			1	yes	
	2. Šerić, N., Perišić, M., Maljić, V. (2010), Modelling of marketing strategies for the single markets vs marketing strategy for the global market: case study mobiExplore, Perspectives of Innovations, Economics & Business, Volume 4 Issue 1 2010, pp. 63-66			1	yes	
	3. Šerić, N., Luković, T., <i>Modeling of the marketing strategy on tourism destination with a special ambience value</i> , Proceedings International Tourism Research Conference “Sustainable Tourism Development” Stockholm 2009.			1	yes	
Optional literature (at the time of submission of study programme proposal)	4. Jakšić Stojanović, A., Janković, M., Šerić, N. (2019), Montenegro as High-Quality Sports Tourism Destination - Trends and Perspectives, Sport Mont Journal (SMJ) No.17(1) 2019, pp. 93-95 5. Janković, M., Jakšić Stojanović, A., Šerić, N. (2019), Montenegro as a high-quality health tourism destination: Trends and Perspectives, African Journal of Hospitality, Tourism and Leisure Volume 8 (3) - (2019), pp. 1–9 6. Šerić, N., Jakšić Stojanović, A., Perišić, A. (2019), Marketing management of the lighthouse heritage in the function of strengthening the national identity on the global tourism market: Stone Lights (Croatia) and the art of the lighthouses (Montenegro), Proceedings of the Faculty of Economics in East Sarajevo 19/2019, pp. 83-98 7. Rakušić, K., Šerić, N. (2012), Cruising Routes and Differentiation, u Cruise Tourism and Society: A Socio-economic Perspective, Springer-Verlag Berlin Heidelberg (ed. Papathanassis, Lukovic, Vogel), pp. 115–126					
Quality assurance methods	<ul style="list-style-type: none"> Monitoring class attendance, monitoring successful completion of all the 					

that ensure the acquisition of exit competences	<p>student tasks by the teacher;</p> <ul style="list-style-type: none"> • 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) <p>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.</p>
Other (as the proposer wishes to add)	Possibility of attending in practical student projects. Meetings with authorized representatives of business entities in the area of Split - Dalmatia County for the purpose of negotiating professional practice.