**General information**

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| Course title: | **Marketing for Hospitality and Tourism** |
| ISVU[[1]](#footnote-1) course code: | Study of Hospitality Management, full time study |
| Studies in which the course is taught: | Tihana Cegur Radović, PhD, senior lecturer |
| Course Instructor: | - |
| Course Assistant: | 5 |
| ECTS credits: | Forth semester |
| Semester of the course execution: | 2022/2023 |
| Academic year: | Fundamentals of Marketing |
| Exam prerequisites: | - |
| Lectures are given in a foreign language: | English |
| Aims: | The aim of the course is to introduce students to the role and significance of marketing in hospitality industry. Also, the students will be introduced to the overall marketing management system of hospitality industry as an assumption for making relevant business decisions. |

**Course**

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| Course structure | Number of contact hours per week: | Number of contact hours per semester: | Student’s requirements by type of teaching: |
| Lectures: | 2 | 30 | attendance 80% |
| Tutorials: | 2 | 30 | attendance 80% |
| Practical (lab) sessions: |  |  |  |
| Seminars: |  |  |  |
| Field work: |  |  |  |
| Other: |  |  |  |
| TOTAL: | 4 | 60 |  |

**Monitoring of students' work, knowledge evaluation and learning outcomes**

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| Formation of the grade during the implementation of teaching:  (Define from minimum 5 to maximum 10 learning outcomes) | **LEARNING OUTCOMES**  (upon completion of the course the student should be able to:) | **FACTORS AFFECTING THE GRADE** (e.g. term paper, practical work, presentation,...) | **MAXIMUM NUMBER OF POINTS PER FACTOR** |
| **I1:** Identify the factors that influence consumer behavior in tourism. | Written exam  Oral exam | Written exam –  70 points  Final/oral exam- 30 points |
| **I2:** Explain the market research process, basic elements of the Marketing Environment, market segmentation, targeting and positioning in the hospitality industry. | Written exam  Oral exam |
| **I3:** Identify the basic characteristics and factors of consumer behavior in the hospitality industry. | Written exam  Oral exam |
| **I4:** Describe the product policy and distribution channels in the hospitality industry. | Written exam  Oral exam |
| **I5:** Analyze the prices of tourism and hospitality products and promotion mix in the hospitality industry. | Written exam  Oral exam |
| **I6:** Develop a hospitality company marketing plan based on understanding the Marketing Environment and the results of market research. | Written exam  Oral exam |
| Alternative formation of the grade  ( I 1 – I 10) | **or alternative formation of the grade: I 1 – I 10** | | TOTAL: 100 points |
| Students' competencies | The student will acquire the general and professional competences required to understand marketing as a business concept and its role in the modern economy. The student will be able to independently create an analysis of the Marketing Environment, Market Research and a Marketing plan for the company. | | |

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| Prerequisites for course approval (lecturer’s signature): | Min. 80% class attendance (lectures + tutorials) |
| Prerequisites for taking exams: | Lecturer’s signature |
| Grading scale: | (According to the Regulations on student assessment of Karlovac University of Applied Sciences, Article 9, Paragraph 5) 90-100 - excellent (5) (A) 80 to 89.9 - very good (4) (B) 65 to 79.9 - good (3) (C) 60 to 64.9 - sufficient (2) (D) 50 to 59.9 - sufficient (2) (E) 0 to 49.9 – fail (1) (F)  Students are graded during class, what forms 70% of final exam. Students who achieve 50% (35 points) and more are allowed to take the final exam. The score on final exam makes 30% of the final grade. |

**ECTS structure**

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| ECTS credits allocated to the course reflect the total burden to the student during adoption of the course content. Total contact hours, relative gravity of the content, effort required for exam preparation, as well as, every other possible burden are taken in account: | | | | | |
| **Attendance (active participation)** | **Term paper** | **Composition** | **Presentation** | **Continuous assessment and evaluation** | **Practical work** |
|  |  |  |  |  |  |
| **Independent work** | **Project** | **Written exam** | **Oral exam** | **Other** | |
|  |  | **3,5** | **1,5** |  | |

**Review of topics/units per week associated with learning outcomes**

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| Week | Lectures topics/units and learning outcomes: | Tutorials topics/units and learning outcomes: |
| 1. | Introduction: Marketing for Hospitality and Tourism | Introduction: Marketing for Hospitality and Tourism |
| 2. | Service Characteristic of Hospitality and Tourism Marketing | Service Characteristic of Hospitality and Tourism Marketing |
| 3. | The Role of Marketing in Strategic Planning | The Role of Marketing in Strategic Planning |
| 4. | The Marketing Environment and its impact on the marketing system | The Marketing Environment and its impact on the marketing system |
| 5. | Marketing Information Systems and Marketing Research | Marketing Information Systems and Marketing Research |
| 6. | Consumer Markets and Customer Buying Behavior | Consumer Markets and Customer Buying Behavior |
| 7. | Organizational Buyer Behavior or Group Market | Organizational Buyer Behavior or Group Market |
| 8. | Market Segmentation, Targeting and Positioning | Market Segmentation, Targeting and Positioning |
| 9. | Designing and Managing Products | Designing and Managing Products |
| 10. | Internal Marketing | Internal Marketing |
| 11. | Building Customer Loyalty through Quality | Building Customer Loyalty through Quality |
| 12. | Pricing Products: Pricing Considerations, Approaches and Strategy | Pricing Products: Pricing Considerations, Approaches and Strategy |
| 13. | Distribution Channels | Distribution Channels |
| 14. | Promotion: Communication, Advertising, Direct and Online marketing | Promotion: Communication, Advertising, Direct and Online marketing |
| 15. | Promotion: Public Relations, Sales Promotion and Personal Selling | Promotion: Public Relations, Sales Promotion and Personal Selling |

**References**

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| REFERENCES (compulsory/additional): |
| 1. Kotler P., Bowen, J. T., Makens. J. C., Marketing for Hospitality and Tourism., 4th Edition, Pearson Education, 2006. |

**Exams for the academic year: 2022./2023.**

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| Exam dates: | According to the schedule of exams for academic year 2022/2023 |

**Contact information**

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| 1. Course Instructor/Lecturer: | Tihana Cegur Radović, PhD., Senior Lecturer |
| e-mail: | tcradovic@vuka.hr |
| Office hours / Consultations: |  |
| 2. Course Instructor/Lecturer: |  |
| e-mail: |  |
| Office hours / Consultations: |  |

1. ISVU – Information System of Higher Education Institutions in Croatia [↑](#footnote-ref-1)