



KARLOVAC UNIVERSITY OF APPLIED SCIENCES

SYLLABUS

General information

Course title:	Marketing for Hospitality and Tourism
Studies in which the course is taught:	Study of Hospitality Management, full time study
Course Instructor:	Tihana Cegur Radović, univ. spec. oec., senior lecturer
Course assistant:	-
ECTS credits:	5
Semester of the course execution:	Forth semester
Academic year:	2019./2020.
Exam prerequisites:	Fundamentals of Marketing
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

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

(Define exactly six 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	Written exam Oral exam	



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	the Marketing Environment and the results of market research.		
Alternative formation of the grade (I1 – I6)			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.		

Prerequisites for course approval (lecturer's signature):	Min. 80% class attendance (lectures + tutorials)
Prerequisites for taking exams:	Lecturer's signature
Grading scale:	<p>(According to the Regulations on student assessment of Karlovac University of Applied Sciences, Article 9, Paragraph 5)</p> <p>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)</p> <p>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.</p>

ECTS structure

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

Week	Lectures topics/units and learning outcomes:	Lectures 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



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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:

1. Kotler P., Bowen, J. T., Makens. J. C., Marketing for Hospitality and Tourism., 4th Edition, Pearson Education, 2006.

Exams for the academic. year: 2019./2020.

Exam dates: According to the schedule of exams for academic year 2019./2020.

Contact information:

1. Course instructor/Lecturer	Tihana Cegur Radović, univ. spec. oec., Senior Lecturer
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