



POLYTECHNIC OF MEĐIMURJE IN ČAKOVEC

COURSE SYLLABUS

ACADEMIC YEAR: 2020/2021

1. GENERAL COURSE INFORMATION

1.1 Course name	Tourism Marketing			
1.2 Study program/s	Undergraduate professional study Management of tourism and sports			
1.3 Course status (O,E)	Obligatory	1.6 Mode of instruction (number of hours)	Lectures	30
1.4 Course code			Exercises	30
1.5 Course abbreviation	MUT		Seminars	
1.6 Semester	V.		E-learning	
1.7 ECTS	6	1.7 Place and time of instruction	The premises of Polytechnic of Međimurje in Čakovec, according to schedule published on web pages	

2. TEACHING STAFF

2.1 Course leader/s-title	Andrijana Kos Kavran, PhD, Senior Lecturer	contact	akos@mev.hr
		contact	
2.2 Assistant/s- title	Daniel Herman, MSc	contact	daniel.herman@mev.hr
		contact	
2.3 Instruction held by-title		contact	

3. COURSE DESCRIPTION

3.1 Course goals	After completing the course, the students will be able to understand the functioning of the marketing system in specific conditions of the tourism market and apply it in the practical development of a marketing plan for a specific tourism segment.										
3.2 Prerequisites	None.										
3.3 Course outcomes	After successfully completing the course, the students will be able to: O1 - Distinguish marketing concepts and their practical application in tourism. O2 - Assess the possibilities of applying strategic marketing, market segmentation, target market selection and positioning in the tourism market. O3 - Assess the possibilities of applying tactical marketing to a specific subject of marketing in tourism. O4 - Design specific marketing activities of the tourist organization that create value in accordance with the needs and desires of tourists. O5 - Independently develop a marketing plan for the organization in tourism.										
3.4 Course content	The course presents contents related to marketing concepts with application on the tourism market. The contents are presented from the aspect of marketing of organizations (tourist companies and state organizations). The teaching units present contents related to tourism marketing strategy, tourist behaviour, STP, tactical marketing (product design, prices, distribution and communication channels) and planning and organization of marketing in tourism.										
3.5 Types of coursework	<table border="1"> <tr> <td>x</td> <td>Lectures</td> <td>x</td> <td>Exercises</td> <td>x</td> <td>Blended e-learning</td> <td>x</td> <td>Individual activities</td> <td></td> <td>Laboratory</td> </tr> </table>	x	Lectures	x	Exercises	x	Blended e-learning	x	Individual activities		Laboratory
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		Seminars and workshops		Distant learning		Field classes		Multimedia and network		Mentorship																																																															
		Other																																																																							
3.6 Language of instruction	Croatian/English																																																																								
3.7 Monitoring students' work (enter the number of ECTS credits for each activity so that the total number of ECTS credits is equal to the total ECTS value of the course, 1 ECTS = 30 hours)	2	Class attendance		Seminars		Essay																																																																			
		Class activity	1	Project		Report/paper																																																																			
		Midterm exams		Practical task	1	Continuous knowledge check																																																																			
	2	Written exam		Experimental work																																																																					
		Oral exam		Research																																																																					
3.8 Assessment and evaluation of students' work during classes and at the final exam	<table border="1"> <thead> <tr> <th>Activity specification</th> <th>Percent %</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td colspan="3" style="text-align: center;">Assessment during instruction</td> </tr> <tr> <td>Midterm exam 1</td> <td>30%</td> <td>30</td> </tr> <tr> <td>Midterm exam 2</td> <td>30%</td> <td>30</td> </tr> <tr> <td>Continuous knowledge check</td> <td>10%</td> <td>10</td> </tr> <tr> <td>Project</td> <td>20%</td> <td>20</td> </tr> <tr> <td>Seminar</td> <td>10%</td> <td>10</td> </tr> <tr> <td colspan="3" style="text-align: center;"><i>Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester</i></td> </tr> <tr> <td>Written exam</td> <td>60%</td> <td>60</td> </tr> <tr> <td>Total:</td> <td>100%</td> <td>100</td> </tr> </tbody> </table>										Activity specification	Percent %	Points	Assessment during instruction			Midterm exam 1	30%	30	Midterm exam 2	30%	30	Continuous knowledge check	10%	10	Project	20%	20	Seminar	10%	10	<i>Exam assessment for the students who failed to fulfil all the obligatory requirements during the semester</i>			Written exam	60%	60	Total:	100%	100																																	
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3.9 Assessment criteria – analysis per learning outcomes	<table border="1"> <thead> <tr> <th colspan="7">Ways of evaluating learning outcomes</th> </tr> <tr> <th></th> <th>Continuous knowledge check</th> <th>Seminar</th> <th>Project</th> <th>Midterm exam 1</th> <th>Midterm exam 2</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Outcome 1</td> <td>10</td> <td></td> <td></td> <td></td> <td></td> <td>10</td> </tr> <tr> <td>Outcome 2</td> <td></td> <td></td> <td></td> <td>30</td> <td></td> <td>30</td> </tr> <tr> <td>Outcome 3</td> <td></td> <td></td> <td></td> <td></td> <td>30</td> <td>30</td> </tr> <tr> <td>Outcome 4</td> <td></td> <td>10</td> <td></td> <td></td> <td></td> <td>10</td> </tr> <tr> <td>Outcome 5</td> <td></td> <td></td> <td>20</td> <td></td> <td></td> <td>20</td> </tr> <tr> <td>Outcome not-related</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>10</td> <td>10</td> <td>20</td> <td>30</td> <td>30</td> <td>100</td> </tr> </tbody> </table> <p>Grading of outcomes (in order to pass the mid-term exam/exam the student must achieve at least 50% points for each learning outcome)</p> <p>Points Grade</p> <p>91 – 100 excellent (5)</p> <p>81 – 90 very good (4)</p> <p>66 – 80 good (3)</p> <p>51 – 65 pass (2)</p> <p>0 – 50 fail (1)</p>										Ways of evaluating learning outcomes								Continuous knowledge check	Seminar	Project	Midterm exam 1	Midterm exam 2	Total	Outcome 1	10					10	Outcome 2				30		30	Outcome 3					30	30	Outcome 4		10				10	Outcome 5			20			20	Outcome not-related							Total	10	10	20	30	30	100
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3.10 Specific features related with taking the course	If a student collects 50% of the points of each outcome, he / she directly takes the exam if he / she has submitted a seminar and a project paper. A student cannot access the exam period if he / she has not submitted a seminar and project paper. Seminar and project papers are prepared according to the instructions published on the Merlin system and are submitted by uploading on the Merlin. Project work is submitted at least 3 days before the exam deadline.																																																																								

	<p>If a student does not achieve a sufficient number of points on the midterm exam, he / she cannot take the next midterm exam.</p> <p>Once achieved points in intermediate exams for each learning outcome are no longer deleted unless the student decides to correct the result for each learning outcome, whereby the points won until then are deleted and newly achieved points for that learning outcome are entered.</p> <p>The final grade is obtained on the exam period and is the sum of points earned during classes.</p> <p>Students who did not take the midterm exam access the written part of the exam where all learning outcomes are checked and are required to submit a project paper before taking the exam.</p> <p>If the student collects 50% of each learning outcome and have not yet collected the minimum number of points for a positive grade, it is possible to orally test the knowledge around each learning outcome.</p>	
<p>3.11 Students obligations</p>	<p>Full-time students are required to attend at least 70% of the total number of hours of lectures and exercises in order to have the right to take the exam. Part-time students are required to attend at least 30% of the total number of hours of lectures and exercises in order to have the right to take the exam. If the student has not fulfilled all the obligations set by the course, he is obliged to attend the lectures again and meet the conditions for taking the exam.</p> <p>Attendance can be offset by online consultations, organized webinars, and added assignments given by a teacher. One lesson lasts 45 minutes, and several hours form a teaching unit. Absence from one teaching unit is counted as one absence. Delays and apologies are recorded separately. In the event that a student is absent from more than 50% of classes, and has a justifiable reason / apology, a request should be submitted to the Department Council, which then decides on the justification of student absences with the obligatory opinion of the course leader.</p>	
<p>3.12 Written assignments</p>	<p>Seminar and project papers must be computer written and must have a minimum of 15-20 pages of text (Times New Roman, font 12). Seminar and project papers must have an adequate title page, content and marked pages.</p> <p>Project paper should be divided into chapters: 1. Short description of the tourist destination; 2. Brief overview of the most important existing tourist resources of the destination; 3. Description of the selected tourist resource for which the creative promotional campaign is being done; 4. Name of the campaign; 5. Campaign Summary; 6. Campaign goals; 7. Duration of the campaign; 8. Product / service description; 9. Customer Avatar; 10. Market segmentation; 11. Communication platforms and communication tools; 12. Gantt diagram of activities for the implementation of the campaign; 13. Media plan with campaign budget.</p>	
<p>3.13 Required reading</p>	<p>1.</p> <p>2.</p> <p>3.</p>	<p>Kolter,P.,Bowen,T.J., Makens, J. (2010): Marketing u ugostiteljstvu, hotelijerstvu i turizmu; Mate, Zagreb.</p> <p>Course notes.</p>
<p>3.14 Additional reading</p>	<p>1.</p> <p>2.</p>	<p>Senečić, J.Vukonić, B. (1997): Marketing u turizmu, Mikrorad, Zagreb.</p>

4 ADDITIONAL COURSE INFORMATION	
4.1 Quality control	The quality of the program, teaching process, teaching skills and level of mastery of the material will be established by conducting a written evaluation based on questionnaires, and in other standardised ways and in accordance with the by-laws of the Polytechnic of Međimurje in Čakovec.
4.2 Contact the teacher	Students can contact the teacher during the office hours and during classes, while for short questions and explanations they can contact him/her any day during working hours by coming in person or by landline. It is also possible to ask questions by e-mail, which will be answered in 48 hours at the latest. It is desirable for students to come as often as possible for any possible questions during the teacher's office hours.
4.3 Information about the course	It is the obligation of each student to be regularly informed about the course. All notifications about the classes or possible postponement of classes will be posted on the bulletin board and on the website of the Polytechnic at least 24 hours in advance.
4.4 Course contribution to the study program	I1 Present information, ideas, problems and solutions to the professional and general public I2 Apply new technologies and techniques in the process of lifelong learning I3 Critically evaluate arguments, assumptions and data in order to form an opinion and contribute to the solution of the problem I14 Create a marketing plan for the organisation

5. ANALYSIS OF COURSE TOPICS (the number of hours is equal to the number of lectures and exercises of the course)

LECTURES				
Hours	Topic and description	Method	Learning outcomes	Course outcome
		<ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 		
1.	Environment in tourism	Lecture, pp presentation	Identify external and internal factors that affect the tourist organization	O1, O2
2.	Consumer behaviour in tourism	Lecture, pp presentation, discussion	Explain the process of consumer behaviour in tourism	O1, O2
3.	Tourism market segmentation	Lecture, pp presentation, case study	Identify different segments of the tourism market and choose the best	O1, O2
4.	Marketing planning in tourism	Lecture, pp presentation, discussion	Plan parts of the marketing plan	O1, O2
5.	Product policy in tourism	Lecture, pp presentation, discussion	Apply the hierarchy of the tourist product to the	O1, O2

			example and state its benefits and characteristics	
6.	The price of a tourist product	Lecture, pp presentation, discussion	Break down the price of a tourist product and choose an adequate calculation method	01, 02
7.	Midterm exam 1			
8.	Distribution channels in tourism	Lecture, pp presentation, discussion	Choose adequate distribution and sales channels	01, 03
9.	Promotion in tourism	Lecture, pp presentation, discussion	Plan communication channels	01, 03
10.	Destination marketing organization in tourism	Lecture, pp presentation, discussion	Recognize the form of organizational scheme of tourist organizations	01, 03
11.	Marketing experiences in tourism	Lecture, pp presentation, discussion	Create experiential values of a tourist product	01, 03
12.	Marketing control in tourism	Lecture, pp presentation, discussion	Explain the methods of control of tourist organizations	01, 03
13.	Tourist destination marketing	Lecture, pp presentation, discussion, case study	Create tourist destination activities	01, 03
14.	New trends in tourism marketing	Lecture, pp presentation, discussion	Interpret the difference between mass and personal communication media	01, 03
15.	Midterm exam 2			
EXERCISES/ SEMINARS				
Hours	Topic and description	Method <ul style="list-style-type: none"> • Direct teaching (lecture, instruction, pp presentation) • Discovery learning (individual, lead, discussion) • Group learning • Case study • Field classes... 	Learning outcomes	Course outcome
1.	Micro and macro environment The customer is in focus - different situations, different choices	Individual discovery learning, discussion	Identify external and internal factors using an example, that affect the organization and identify and evaluate situations	01

			in which consumers are in the buying process	
2.	Why it's important to be special in marketing	Lecture, pp presentation, discussion	Explain why is it necessary to make marketing in the tourism market special	01, 02, 03, 04, 05
3.	The impact of changes in the environment on marketing Good adaptation strategy or luck?	Individual discovery learning, case study	Identify changes in the marketing environment and their impact on the product or service, establish the importance of marketing strategy	01
4.	New product positioning Examples of incorrect positioning Positioning statement	Individual discovery learning, discussion, group learning	Choose an appropriate positioning statement, identify inappropriate positioning statements, Write your own positioning statement	02, 04, 05
5.	Tourist product and benefits of tourist products Talk about benefits, not characteristics	Individual discovery learning, discussion	Categorize the levels of the tourist product, identify the benefits of the tourist product	03, 04, 05
6.	Tourist buyer' avatar Continuous knowledge check	Group learning, discussion, individual work	Determine the customer's avatar on your own example Outcome check I2	03, 04, 05
7.	Example of pricing in tourism	Individual discovery learning, discussion	Assess why consumers can notice added or lower value in certain situations, calculate the price of a product, identify differences in prices on examples, justify the level of defined prices, calculate the price	03, 04, 05
8.	Distribution and sales in tourism Continuous knowledge check	Individual discovery learning, discussion, individual work	Identify the best combination of distribution and sales channels	03, 04, 05

			Outcome check I2	
9.	Promotional mix in tourism	Individual discovery learning, lead discovery learning, group learning, discussion	Decode promotional messages, define types of tools for integrated marketing communication, define promotional goals and choose options for promotional mix	O3, O4, O5
10.	Examples of successful promotional campaigns in tourism Continuous knowledge check	Lecture, discussion, individual work	Analyse examples of successful promotional campaigns in tourism, Outcome check I3	O3
11.	Presentations of individual student seminars	PP presentation, discussion	Present a selected topic in the field of marketing in tourism using and example	O4
12.	Presentations of individual student seminars Continuous knowledge check	PP presentation, discussion, individual work	Present a selected topic in the field of marketing in tourism using an example, Outcome check I3	O4
13.	Presentations of individual student seminars	PP presentation, discussion	Present a selected topic in the field of marketing in tourism using an example	O4
14.	Project task presentations Continuous knowledge check	PP presentation, discussion, individual work	Present created marketing activities, Outcome check I2 and I3	O4, O5
15.	Project task presentations	PP presentation, discussion	Present created marketing activities	O4, O5