



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Lidija Bagarić, Ph.D., Assistant Professor	
Name of the course	Brand Management and Promotion in Tourism	
Study programme	Tourism Marketing	
Status of the course	Compulsory	
Year of study	1 st year	
ECTS credits and manner of instruction	ECTS credits	6
	Number of class hours (L+E+S)	60 (30+0+30)
1. Course objectives		
<p>The goals of the course “Brand management and promotion in tourism” are to present the students the benefits that brands and promotion offer to tourism subjects and tourists. The goal is also that students become aware of how tourism brands gain and change their meanings in social interactions, as well as to get to know brand creation and brand management strategies. Another goal of the course is to present differences in characteristics and applicability of various elements of the promotional mix in various tourism and social conditions, as well as to present students the promotion and media plan.</p>		
2. Course enrolment requirements		
No enrolment requirements.		
3. Expected learning outcomes		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> – Explain the importance of a brand as well as the benefits it offers to tourism subjects and tourists – Apply brand creation and brand management strategies on tourism brands – Initiate brand change in social interaction – Create their own tourism brand – Create a promotion and media plan for a tourism subject – Decide which type of promotion is the most appropriate for a certain tourism subject – Indicate mistakes that tourism subjects make in brand management and promotion 		
4. Course content		
<ul style="list-style-type: none"> - Tourism brand importance and benefits for tourism subjects and tourists. - Brand awareness, positioning, meaning and image. - Strategic management of a tourism brand. - Brand equity and its measurement. - Life cycle and internationalization of a tourism brand. - Sociological and cultural phenomena of brands. - Promotional mix of a tourism subject. - Relationship between promotion and other elements of the marketing mix. - Managing IMC process in tourism. - The role of marketing agencies. - Measuring the effect of promotion. 		
5. Manner of instruction	X lectures X seminars and workshops	X individual assignments X multimedia and network



	<input type="checkbox"/> exercises	<input type="checkbox"/> laboratories					
	<input type="checkbox"/> distance learning	<input type="checkbox"/> mentorship					
	X fieldwork	<input type="checkbox"/> other					
6. Comments							
7. Student responsibilities							
Students are required to do the following activities:							
<ul style="list-style-type: none"> - written exam - Continuous assessment - teaching activities - practical work (seminar work / research / case study) 							
8. Monitoring of student work ¹							
Class attendance	2,4	Class participation		Seminar paper	0,3	Experimental work	
Written exam	1,1	Oral exam		Essay	0,3	Research	
Project		Continuous assessment	1,7	Report		Practical work	
Portfolio				Presentation	0,2		
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management. For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
10. Mandatory literature (at the time of submission of study programme proposal)							
<ol style="list-style-type: none"> 1. Selected chapters from: Vrenešević, T., Upravljanje markama, Accent, Zagreb, 2007. 2. Selected chapters from: Pavlek, Z., Branding: kako izgraditi najbolju marku, MEP Consult, Zagreb, 2008. 							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
<ol style="list-style-type: none"> 1. Anholt, S.: <i>Competitive Identity: the new brand management for nations, cities and regions</i>, Palgrave macmillan, UK, 2007. 2. Kesić T.: <i>Integrirana marketinška komunikacija</i>, Opinio, Zagreb, 2003. 3. Keller, K.L., Aperia, T., Georgson, M.: <i>Strategic Brand Management, A European Perspective</i>, Prentice Hall, London, 2012. 4. Keller, K. L., <i>Slučajevi najbolje prakse upravljanja markama: pouke najsnažnijih svjetskih maraka</i>, Accent, Zagreb, 2008. 							
12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
The quality of the programme, teaching process, teaching skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.							

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.