



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Lorena Bašan, Ph.D., Associate Professor	
Name of the course	Strategic Marketing in Tourism	
Study programme	Tourism Marketing	
Status of the course	compulsory	
Year of study	1st	
ECTS credits and manner of instruction	ECTS credits	6 ECTS
	Number of class hours (L+E+S)	60
1. Course objectives		
<p>The basic goal of the course is to introduce the process of marketing concept implementation in tourism and hospitality to students, and point to the importance of strategic planning of marketing activities. The goal of the course is to qualify students in writing a marketing plan for tourism and hospitality businesses, and a strategic marketing plan of a tourist destination. After being qualified for development of analytical and critical thought and problem solving, the students will be able to answer the challenges of the dynamic business practice. The expansion of knowledge on the basic market standards and elemental characteristics of consumer behaviour, as well as analysis of trends of macro and micro environment, will allow students to define strategic marketing goals, and develop strategies and tactics for business subjects in tourism and hospitality on the basis of conducted analyses. Gaining knowledge on marketing mix management will enable students to make specific marketing decisions.</p>		
2. Course enrolment requirements		
none		
3. Expected learning outcomes		
<p>After attending and finishing the course, a student will be able to:</p> <ol style="list-style-type: none"> 1. Interpret basic concepts in strategic marketing management in tourism. 2. Analyse changes in micro and macro marketing environment in tourism, conduct an analysis of strengths and weaknesses, and a portfolio analysis of business subjects in tourism and hospitality. 3. Determine the goals of a specific business subject, define an appropriate strategy to realize goals set and develop marketing strategies. 4. Write and present a marketing plan of a specific business subject. 5. Determine criteria for measuring the performance of implementation of a marketing plan. 6. Analyzing the problems in practice examples and suggesting suitable solutions of problems. 		
4. Course content		
<ol style="list-style-type: none"> 1. Introduction to strategic marketing management in tourism and hospitality. 2. Tourist destination marketing management. 3. The process of strategic marketing planning in tourism. 4. Marketing environment in tourism and hospitality. 5. Marketing information system and market research in tourism. 6. Consumer behaviour in tourism and hospitality. 7. Tourist market segmentation. 8. Tourist market positioning strategies. 9. Product policy in tourism. 		



10. Price management in tourism and hospitality. 11. Sales and distribution in tourism and hospitality. 12. Integrated marketing communication in tourism and hospitality. 13. Marketing plan. 14. Organization and control of marketing activities in tourism and hospitality.							
5. Manner of instruction		<input type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input type="checkbox"/> mentorship <input type="checkbox"/> other		
6. Comments							
7. Student responsibilities							
1. attending classes 2. studying the assigned reading and participating in the analysis of study cases and problem solving 3. writing a marketing plan 4. participating in sustained knowledge checks 5. taking the final exam							
8. Monitoring of student work ¹							
Class attendance	2,4	Class participation		Seminar paper		Experimental work	
Written exam	1,1	Oral exam		Essay		Research	
Project work and exposure	0,5	Continuous assessment	1,7	Report		Case study (Research)	0,3
Portfolio							
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)							
1. Renko, N.: Strategije marketinga, 2. izdanje, Naklada Ljevak, Zagreb, 2009. 2. Senečić, J., Grgona, J.: Marketing menadžment u turizmu, Mikrorad d.o.o., Zagreb, 2006.							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
1. Pavičić, J., Gnjidić, V., Drašković, N.: Osnove strateškog marketinga, Školska knjiga, Zagreb, 2014. 2. Pavičić, J.: Strategija marketinga neprofitnih organizacija, Masmedia, Zagreb, 2003. 3. Mullins, J.W., Walker, Jr., O.C., Boyd, Jr., H.W., Larreche, J.C.: Marketing management: A strategic decision making approach, Fifth edition, McGraw-Hill/Irwin, 2005. 4. Renko, N., Delić, S., Škrtić, M.: Benchmarking u strategiji marketinga, Mate d.o.o., Zagreb, 1999.							
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							

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.



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University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.