



Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Lidija Bagarić, Ph.D., Assistant Professor	
Name of the course	Marketing in Hospitality	
Study programme	Management of Sustainable Development	
Status of the course	Elective	
Year of study	3 rd year	
ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	30 (15+0+15)
1. Course objectives		
<p>The aim of this course is to familiarize students with the concept of marketing in hotel industry, as a basic segment of the tourism industry. Hospitality as a part of the tourist industry satisfies the needs of guests in accommodation services and other services provided in hotel facilities. Marketing has a goal to connect hotel supply and demand through different activities, with influence on product creation and placement. The realization of the marketing activities is aimed to guests satisfaction, which will result with the profitable hotel business and the progress of the whole tourist destination. Therefore, the essence of the marketing concepts in the hotel industry is to achieve the customer satisfaction.</p>		
2. Course enrolment requirements		
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3. Expected learning outcomes		
<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> - explore and analyse competitive environment - acquire the preconditions for making proper business decisions - create a marketing plan and promotional plan - be able to react promptly to the new market situation 		
4. Course content		
<p>Service marketing. Tourist supply and demand. Tourist market. Segmentation of the tourist market. Market research of the hotel product market. Marketing mix in hospitality - hotel product. Marketing mix in hospitality - price and placement. Marketing mix in hospitality - promotion. Direct promotion of a hotel product. Destination hotel marketing. International hotel marketing. Managing hotel marketing.</p>		
5. Manner of instruction	<input checked="" type="checkbox"/> lectures <input checked="" 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 checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
6. Comments		
7. Student responsibilities		
<p>Students are required to do the following activities: Classes attending, teaching activities, seminar work, essay, continuous assessment, final exam.</p>		



8. Monitoring of student work ¹							
Class attendance	1,2	Class participation		Seminar paper	0,2	Experimental work	
Written exam	0,5	Oral exam		Essay	0,2	Research	
Project		Continuous assessment	0,9	Report		Practical work	
Portfolio							
9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
<p>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.</p> <p>For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.</p>							
10. Mandatory literature (at the time of submission of study programme proposal)							
<ol style="list-style-type: none"> 1. Berc Radišić, Branka, Marketing u hotelijerstvu, Fakultet za turistički i hotelski menadžment, Opatija, 2004. 2. Berc Radišić, Branka, Promocija u hotelijerstvu, Fakultet za turistički i hotelski menadžment, Opatija, 2005. 3. Marketing u ugostiteljstvu, hotelijerstvu i turizmu1. Philip Kotler, John T. Bowen, James C. Makens , MATE, Zagreb , 2010 							
11. Optional/additional literature (at the time of submission of the study programme proposal)							
<ol style="list-style-type: none"> 1. Bowie, D,; Buttle, F.; Brookes, M.; Mariussen, A.:Hospitality Marketing, London, 2016. 2. Senečić, J., Vukonić, B., Marketing u turizmu, Mikrorad, Zagreb, 1997. 							
12. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences							
<p>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.</p>							

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.