

(Table 5.2) Course unit description for Marketing Management

Study program : Hotel Management and Tourism				
Type and level of studies: Undergraduate studies				
Course unit: Marketing Management				
Teacher in charge: Vladimir Senić, PhD				
Language of instruction: English				
ECTS: 8				
Prerequisites: N/A				
Semester: Summer semester				
Course unit objective				
<ul style="list-style-type: none"> The course objective is to introduce students to a wide array of issues related to marketing. The course covers theoretical and practical marketing experiences and it tries to reveal practical implications of strategic marketing on modern business. 				
Learning outcomes of Course unit				
<ul style="list-style-type: none"> Exposing students to the challenges related to marketing in hospitality and tourism sectors, as well as promoting marketing oriented thing among students as future managers in tourism. 				
Course unit contents				
<i>Theoretical classes</i>				
The following topics will be covered: 1. Introduction to Hospitality Marketing; 2. Marketing Research; 3. Understanding and Segmenting Customers; 4. Competitive Strategies; 5. Developing the Offer; 6. Locating the Offer; 7. Pricing the Offer; 8. Distributing the Offer; 9. Communicating the Offer; 10. Managing the Physical Environment; 11. Managing Service Processes; 12. Managing Customer-contact Employees; 13. Managing Customer Satisfaction; 14. Relationship Marketing ; 15. Marketing Planning				
<i>Practical classes</i>				
Writing and presenting a term paper / discussing marketing case studies.				
Literature				
<ul style="list-style-type: none"> Bowie, D. (2011). <i>Hospitality marketing: principles and practice</i>. Oxford: Butterworth – Heinemann. Shammout, A. (2013). <i>Relationship marketing in hospitality</i>. Saabruken: LAP LAMBERT Academic Publishing 				
Number of active teaching hours				Other classes
Lectures:	Practice:	Other forms of classes:	Independent work:	
3	2	/	/	/
Teaching methods				
<ul style="list-style-type: none"> Course teaching will involve: a) traditional lecturing, b) promoting active involvement of students through class discussion, c) analysis of marketing case studies, and d) individual and team based study activities. 				
Examination methods (maximum 100 points)				
Exam prerequisites	No. of points:	Final exam	No. of points:	
Student's activity during lectures	10	written examination	30	
Term paper	15			
Presentation of the term paper	15			
Tests	30			
Grading policy				
Grade	No. of points	Description		
10	91 – 100	Excellent		
9	81 – 90	Exceptionally good		
8	71 – 80	Very good		
7	61 – 70	Good		
6	51 – 60	Passing		
5	0 – 50	Failing		