

<b>Level:</b> bachelor				
<b>Course title:</b> Tourism Marketing (T302)				
<b>Status:</b> obligatory				
<b>ECTS:</b> 7				
<b>Requirements:</b> none				
<b>Learning objectives</b> Students should obtain the knowledge base in the field of marketing and applied marketing in the tourism and hospitality industry. The course aims to systematize the knowledge of students from the perspective of different dimensions of marketing: marketing as a discipline (scientific dimension), marketing orientation as a modern business (business-management dimension), marketing and economy (economic and commercial dimensions), and marketing company (socio-moral dimension).				
<b>Learning outcomes</b> Students should acquire theoretical and practical knowledge in the field of tourism marketing. The emphasis is on solving real problems faced by tourists in the system of spending, and businesses about their market performance, promotion and sales.				
<b>Syllabus</b>  <i>Theoretical instruction</i> This subject particularly emphasizes the concept and characteristics of the tourism market, application of marketing concept in tourism, marketing information systems in tourism, marketing mix instruments in tourism, marketing strategy, marketing planning, marketing control, and specific aspects of tourism marketing. Manage marketing activities necessary to bring about customer satisfaction through the exchange process. Study of the problem in this case is based on the fact that the marketing of tourism can be seen as a business concept, business function, process control, process of economic and social process.  <i>Practical instruction</i> Solving problems related to marketing decision-makers towards the creation of new tourism products and innovating the existing ones, determining the optimal sales channel, implementation of the policy of promotion and advertising, making the price policy, selection and niche segments, acquiring necessary skills for independent practice.				
<b>Weekly teaching load</b>			<b>5 (75)</b>	Other:
Lectures: 3	Exercises: 2	Other forms of teaching: /	Student research: /	