

Study programme: BAS Tourism			
Course title: Marketing in tourism and hospitality (T302)			
Teacher: dr Nevena Ćurčić			
Status: compulsory			
ECTS: 7			
Requirements: /			
Learning objectives Acquiring knowledge base of students in the field of marketing and marketing applied in tourism and hospitality. By studying this subject tends to systematize the knowledge of the students from the different dimensions of marketing: marketing as a scientific discipline (scientific dimension), marketing as a modern business orientation (business control dimension), marketing and the economy (economic-economic dimension), marketing and Society (socio-moral dimension).			
Learning outcomes Students should acquire theoretical and practical knowledge in the field of tourism marketing. Emphasis is placed on solving specific problems faced by tourists in the system of consumption, as well as companies regarding their market performance, promotion and sale of the product.			
Syllabus <i>Theoretical part:</i> In the context of this case study particularly emphasized: the concept and characteristics of the tourism market, the implementation of marketing concept in tourism, marketing information system in tourism, instruments of marketing mix in tourism, marketing strategy, marketing planning, marketing control, application specific aspects of tourism marketing. Manage marketing activities necessary in order to achieve customer satisfaction through the exchange process. The study of the problem in this case assumes that the marketing of tourism can be seen as: business concepts, business function, the control process, the process of economic and social process. <i>Practical part:</i> For examples of solving problems related to marketing decision-making in the direction of creating a new tourist product and innovating current, determining the optimal sales channels, the implementation of the policy of promotion and advertising, pricing policy decision-making, selection of segments and market niches, students will acquire the necessary skills for independent work.			
Literature: <ol style="list-style-type: none"> 1. Kotler, P., Bowen, J., Makens, J. (2016): Marketing for Hospitality and Tourism, Upper Saddle River, NJ: Pearson 2. Kotler P. (2002): Marketing Management, Upper Saddle River, NJ: Pearson 			
Weekly teaching load 5 (75)		Lectures: 3	Exercises: 2
Methods of Teaching Lectures, Illustration and Demonstration, Practical skills			
Grading method (maximu 100 points)			
Pre-examination assignments	points	Final examination	points
Activities during lectures	0-5	Written examination	
Activities during exercises	0-5	Oral examination	30-45
Colloquia	20-40	
Seminar paper	0-5		