

CLASS CARD: MARKETING OF TOURISM AND RECREATION SERVICES

Basic classes	Code in the study plan	ECTS
MARKETING OF TOURISM AND RECREATION SERVICES	14/4/II/T	3

Education profile	Practical
Faculty and field of study	Faculty of Physical Education/Tourism and Recreation (Leisure)
Studies program in which the subject is realized	2024-2026
Professor's name	Anna Mazurkiewicz-Pizło, PhD
Level of studies (eg. bachelor, master)	Master
Study year and semester	I, 3
Language	English
Method of realization (stationary/ distance learning)	stationary
Lectures/classes hours	15/30
Form of passing classes	exam
Type of subject (obligatory/ facultative)	obligatory
Prerequisites	Basics of marketing

DETAILED INFORMATION

COURSE AIMS AND OBJECTIVES

A1	Deepen the knowledge of the marketing of tourism services in terms of information gathering, analysis and planning of marketing activities using appropriate tools.
A2	Acquire the ability to diagnose and evaluate the marketing activities of tourism and leisure businesses.
A3	Acquire knowledge of marketing strategies in the field of tourism and leisure services.
A4	Know the methods and uses of marketing research.

LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES

Learning outcome	Subject's learning outcomes
KNOWLEDGE	
P_WO1	Understands the impact of cultural, civilizational, and social factors on marketing management.
P_WO2	Has knowledge about acquiring market information necessary for business management.

SKILLS	
P_U01	Is able to apply knowledge of marketing management within an organization.
P_U02	Is able to obtain information from secondary and primary sources.
P_U03	Is able to independently conduct marketing research for organizational purposes, i.e., to design, carry out, and develop a research report.
SOCIAL COMPETENCES	
P_K01	The ability to work both on your own and as part of a team.

SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

FORM OF CLASSES – LECTURE - subject		Reference to subject-specific learning outcomes
1-15	<p>The context, concept, and objectives of marketing management in the aspect of service marketing.</p> <p>The specificity of services as a product.</p> <p>Concepts of service marketing in science and economic practice.</p> <p>The consumer in the tourism and leisure services market.</p> <p>Marketing instruments used in tourism and recreation services (7Ps, 7Cs)</p> <p>Communication in the operations of tourism and leisure organizations.</p> <p>Completion (assessment) of course content.</p>	A1
FORM OF CLASSES – CLASSES – subject		Reference to subject-specific learning outcomes
1-10	<p>Introductory Class: Overview of Marketing Fundamentals and Emerging Trends: Story telling, Influencer marketing, Virtual Influencer marketing, Ambient marketing, Viral marketing, Gamification, City placemnt, Social Media Marketing etc.</p> <p>Characteristics of Services and Service Marketing.</p> <p>Customers on the market (behaviors, cultural factors, social factors, personal factors, psychological factors)</p>	A1 A2 A3
11-20	<p>Key Concepts and Frameworks. Marketing strategies: 4Ps, 7Ps, 4Cs, 7C.</p> <p>Product in Marketing Theory.</p> <p>Price policy and pricing strategies.</p> <p>The nature of distribution in marketing of tourist and recreational services.</p> <p>Management of marketing communication in the tourist and recreational services company.</p>	A1 A2 A3

	Classical promotion tools. Branding. Company image. People in building the success of a service enterprise.	
21-30	Marketing Research - Information Acquisition Discussion of the project to be carried out by students Field activities - conducting a survey Discussion of the research process and problems in conducting the study. Preparation of reports and presentations. New technologies in the marketing of tourism services. Marketing indicators in marketing management control	A4

PLANNED METHODS/FORMS/TEACHING MEANS

Program content	Teaching methods/forms
Lecturers	Auditorium method, discussion
Classes	Group project, discussion of practical examples, keys studies
Teaching resources: computer, multimedia projector	

METHODS OF VERIFYING THE EXPECTED LEARNING OUTCOMES ACHIEVED BY THE STUDENT

Learning outcomes for classes	Assessment methods
P_W01, P_W02,	Final written exam
P_U01, P_U02, P_U03	Practical exercises, project, group presentation
P_K01	Observation of class participation and teamwork. , Group presentations or short oral reports

CONDITIONS FOR PASSING CLASSES:

- Active participation in class and completion of assigned tasks.
- Team research report and in-class presentation.
- **Written exam**

SAMPLE ASSESSMENT/EXAMINATION TOPICS

1. List 4 benefits of marketing activities
2. What is 7Ps in marketing services?
3. What is the difference between needs and wants?
4. Write down 5 areas of products in marketing.
5. List of 5 groups of stimulants for the development of services.
6. List 4 features of services.
7. What is a hybrid (What kind of product)?
8. List the groups of buyers on the market.
9. Why do companies divide their buyers into groups?
10. What factors influencing the purchasing behaviour of buyers?
11. What is ROPO effect?

ENGLISH BIBLIOGRAPHY

Basic	Kotler, Ph., Bowen, J., Makens, J. (2016). Marketing for Hospitality and Tourism (7th Edition), Pearson Education.
Additional	Kotler Ph, Keller K.L. (2016). Marketing management. Pearson.

SELF STUDY

Full-time studies		Type of activity
Number of hours to complete the activity	ECTS	
45	1,8	Lectures and Claesses
30	1,2	Self study
75	3	TOTAL

Number of ECTS points that a student obtains in classes developing practical skills: 1,5

Author of the class card:	Name, surname and email
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