

Subject: MARKETING OF TOURISM AND RECREATION SERVICES

GENERAL INFORMATION

Organization unit	Faculty of: Tourism and Recreation. Chair of Management, Organisation and Economics Chairman: dr hab. Monika Piątkowska, prof. AWF
Course name	Marketing of tourism and recreation services
Subject code	14/4/II/T
Teaching language	English
Type of subject (obligatory/ facultative)	Obligatory
Level of studies (eg. bachelor, master)	Master
Study year	1
Semester	3
ECTS points	3
Professor	Anna Mazurkiewicz-Pizło, PhD Anna.mazurkiewiczpizlo@awf.edu.pl
Studies program in which the subject is realized	Tourism and Recreation
Method of realization (stationary/ distance learning)	Stationary
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.

Main topics

No	Topic
Lectures/classes	

1.	Overview of Marketing Fundamentals and Emerging. Trends: Influencer marketing, Virtual Influencer marketing, Ambient marketing, Viral marketing, Social Media Marketing etc.
2.	Characteristics of Services and Service Marketing. Key Concepts and Frameworks. Marketing strategies: 4Ps, 7Ps, 4Cs, 7C.
3.	Product in Marketing Theory. Price policy and pricing strategies. The nature of distribution in marketing of tourist and recreational services. Management of marketing communication in the tourist and recreational services company. Classical promotion tools. Branding. Company image. People in building the success of a service enterprise.
4.	Customers on the market (behaviors, cultural factors, social factors, personal factors, psychological factors)
5.	Marketing Research - Information Acquisition Discussion of the project to be carried out by students Field activities - conducting a survey

CONDITIONS FOR PASSING CLASSES:

Conditions for Passing the Course:

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

1 ECTS point = 25 hours students work (contact + self study)

TYPES OF CLASSES	HOURS
1. Contact classes	45
2. Students' preparations of the presentations	10
3. Self study as preparation to the written exam	10
4. Self study as reading text prepared by the teacher	10
Total = 75 hours- ECTS points 3	

Author of the class card:	Name, surname and email
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