

**Subject:** Marketing of tourism and recreation services

**I. General information**

<b>Organization unit</b>	Faculty of Physical Education Chair of Organisation, Management and Economy Supervisor: Prof. Jolanta Żyśko
<b>Course name</b>	Marketing of tourism and recreation services
<b>Subject code</b>	14/4/II/T
<b>Teaching language</b>	English
<b>Type of subject (obligatory/ facultative)</b>	Obligatory
<b>Level of studies (eg. bachelor, master)</b>	Master
<b>Study year</b>	2
<b>Semester</b>	4
<b>ECTS points</b>	5
<b>Teacher</b>	Inga Maruszyńska, <a href="mailto:inga.maruszynska@awf.edu.pl">inga.maruszynska@awf.edu.pl</a>
<b>Studies program in which the subject is realized</b>	Tourism and Recreation
<b>Method of realization (stationary/ distance learning)</b>	Stationary
<b>Prerequisites</b>	None

**II. Detailed Information**

**Course aims and objectives**

A1	The main aim is the transfer of marketing knowledge needed to analyze the market of tourism and recreation
A2	Teaching thinking and marketing activities in management categories
A3	Methods of marketing activities related to tourism and recreation
A4	Making analyzes necessary to recognize market condition

**Learning outcomes**

Learning outcome	Subject's learning outcomes
<b>Knowledge</b>	
K_W05	has the basic knowledge and understanding of civilization factors influencing modern human lifestyle
K_W13	has the basic knowledge of management and marketing and the functioning of subjects organizing tourism and recreation
<b>Skills</b>	
K_U02	Student is able to organise tourist and recreation events adjusted to the needs of participants at all ages, health conditions, knowledge level and financial possibilities
K_U07	Student is able to formulate objectives, select methods of influence and prepare representatives of various social groups for rational spending of their leisure time
K_U12	Student has the ability to recognize the conditions of functioning of entities organizing tourism and recreation on the basis of fundamental economic and social indicators
<b>Social Competences</b>	
K_K03	The graduate thinks and acts resourcefully
K_K04	Cooperates and works in a team, taking various roles
K_K05	Communicates with people, also in stressful situations

**Syllabus contents**

No	Title
<b>Classes/ Practical classes</b>	
1	Demographic, social and economic segmentation of the local market of tourist and recreational services.
2	Presentation of the service product.
3	Development of assumptions for the product promotion system.
4	Preparation of a marketing research report.

**1 ECTS point = 30 hours students work (contact + self study)**

TYPES OF CLASSES	HOURS
Contact hours - Lectures	30H
Contact hours - Classes	30H
Self study	75H
<b>Total</b>	<b>135H</b>