

CLASS CARD: Entrepreneurship in tourism and recreation - MARKETING

Basic classes	Code in the study plan	ECTS
Entrepreneurship in tourism and recreation - MARKETING	TiRI-08	3

Education profile	Practical
Faculty and field of study	Faculty of Physical Education
Studies program in which the subject is realized	Tourism and Recreation
Professor's name	Anna Mazurkiewicz-Pizło, PhD
Level of studies (eg. bachelor, master)	bachelor
Study year and semester	I, 1
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	none

**DETAILED INFORMATION
COURSE AIMS AND OBJECTIVES**

A1	Knowledge of marketing and the ability to apply it in practice in different types of organizations, both not-for-profit and for-profit.
A2	Ability to conduct marketing analysis to support strategic organizational decisions.
A3	Ability to effectively search for and obtain information needed to plan strategic marketing activities in the organization.
A4	Ability to use basic marketing management tools.

**LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES
FOR CLASSES**

Learning outcome	Subject's learning outcomes
	KNOWLEDGE

P_W01	Understands the basic concepts of marketing
P_W02	Understands the impact of the environment on the marketing management of an organisation.
P_W03	Knows and understands the basic relationships between the market and the company's offer or the activities of a non-profit organisation.
SKILLS	
P_U01	Student is able to use basic marketing management tools
P_U02	Students is able to obtain data for the analysis of specific processes and phenomena for effective and efficient marketing management
SOCIAL COMPETENCES	
P_K01	Student Is able to work in 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 nature of marketing in the modern economy.</p> <p>Basic marketing concepts and theories.</p> <p>Marketing research and its application. Methods and tools.</p> <p>Buyers in the market - behaviour and determinants of market behaviour. Segmentation.</p> <p>Marketing tools: Product marketing concept: life cycle, brand, packaging, innovation. Product on the Internet.</p> <p>Marketing tools continued. Price and pricing strategies. Distribution on the Internet.</p> <p>Marketing tools continued. Promotion (marketing communication). Traditional and innovative tools. Promotion on the Internet.</p> <p>Passing on the content presented in lectures and recommended for independent study.</p>	A1
FORM OF CLASSES - CLASSES - subject		Reference to subject-specific learning outcomes

1-30	Presentation of the subject card and conditions of participation and crediting.	A1, A2, A3, A4
	<p>Basic marketing concepts.</p> <p>Marketing plan.</p> <p>Use and importance of marketing research. Methods of marketing research.</p> <p>Construction of a selected research tool.</p> <p>Organizational resources. Analysis of 4P and 7P of the organization.</p> <p>Organizational environment. Selected methods of strategic analysis of the macro-environment (PEST/PESTEL), micro-environment, competition, stakeholders.</p> <p>Discussion of SWOT analysis.</p> <p>Field research to obtain the necessary information for the analyses to be carried out.</p> <p>Discussion of the field research. Problems and successes.</p> <p>Presentations.</p> <p>Promotion strategy. Traditional and innovative tools.</p> <p>Methods of researching the impact of marketing activities.</p>	

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, Colloquium.
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.
- Colloquium.
- Team research report and in-class presentation.
- Written exam

SAMPLE ASSESSMENT/EXAMINATION TOPICS

1. What is the primary goal of marketing?

A) To increase product prices

B) To satisfy customer needs and wants

- C) To create the highest possible profit
- D) To reduce competition

Answer: B) To satisfy customer needs and wants

2. Which of the following is NOT one of the 4 Ps of marketing?

- A) Product
- B) Price
- C) Process
- D) Promotion

Answer: C) Process

3. Market segmentation involves:

- A) Targeting the broadest possible audience
- B) Dividing the market into distinct groups based on various characteristics
- C) Focusing on one specific marketing channel
- D) Designing the product only for high-income customers

Answer: B) Dividing the market into distinct groups based on various characteristics

5. A company's "brand" refers to:

- A) The physical store location of the business
- B) The company's reputation and image in the market
- C) The price of its products
- D) The legal structure of the business

Answer: B) The company's reputation and image in the market

ENGLISH BIBLIOGRAPHY

Basic	Kotler, Ph., Keller K.L. , Chernev A. (2021). Marketing management Pearson Education.
Additional	Kotler Ph, Kartajaya H., Setiwan I. (2023). Marketing 6.0: The Future is Immersive, Willey.

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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