



CLASS CARD

Subject: Entrepreneurship in Tourism and Recreation - MARKETING

Basic classes	Code in the study plan	ECTS
MARKETING	TIRI-08	3

Education profile	Practical
Faculty and field of study	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	1;1
Language	English
Method of realization (stationary/ distance learning)	Stationary
Lectures/classes hours	15/30
Form of passing classes	Workshops - projects/ test
Type of subject (obligatory/ facultative)	Obligatory
Prerequisites	

DETAILED INFORMATION

Course aims and objectives

A1	To provide students with fundamental theoretical knowledge in selected areas of marketing.
A2	To develop students' ability to apply selected analytical tools and use them in strategic planning and managerial decision-making processes.
A3	To enhance students' ability to effectively acquire and utilize information, including the skills of searching, selecting, and interpreting marketing, economic, and managerial data for organizational purposes.
A4	To develop managerial and entrepreneurial competencies, including fostering an entrepreneurial mindset, the ability to manage organizational resources, and to solve managerial problems in a dynamic market environment.

LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES

Learning outcome	Subject's learning outcomes
KNOWLEDGE	

P_W01	P_W01 Has knowledge of fundamental concepts, principles, and functions of marketing.
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SKILLS	
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P_U01	P_U01 Is able to independently and collaboratively acquire knowledge and apply it to the diagnosis, planning, and management of marketing activities in organizations.
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P_U02	P_U02 Is able to independently and collaboratively acquire and analyze knowledge in marketing and apply it to diagnose and interpret market processes, consumer behavior, and the effectiveness of promotional activities and marketing strategies in organizations.
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SOCIAL COMPETENCES	
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P_K03	P_K01 Is able to creatively design marketing activities tailored to local community needs, utilizing emerging market opportunities in the tourism and recreation sector.
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P_K04	P_K02 Is able to work effectively in teams developing marketing campaigns in tourism and recreation, actively sharing knowledge and assuming leadership roles in the implementation of promotional activities.
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SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

FORM OF CLASSES – LECTURE - subject		Reference to subject-specific learning outcomes
L_1-2	Introduction to marketing and current trends including: city placement, ambush marketing, ambient marketing, real-time marketing, influencer marketing etc.	P_W01
L_3-4	Market research	P_W01
L_5-6	Buyers in the market (consumer behavior)	P_W01
L_7-8	Product and its characteristics	P_W01
L_9-10	Pricing policy	P_W01
L_11-12	Distribution strategies	P_W01
L_13-14	Marketing communication	P_W01
L_15	Marketing metrics	P_W01

FORM OF CLASSES – CLASSES- subject		Reference to subject-specific learning outcomes
CL_1	MARKETING IN CONTEMPORARY TOURISM Marketing as a process: from value creation to value delivery.	P_W01, P_U01, P_U02, P_K01, P_K02
CL_2	MARKET RESEARCH AND CONSUMER ANALYSIS Data as the Foundation of Decision-Making.	P_W01, P_U01, P_U02, P_K01, P_K02
CL_3	Data as the Foundation of Decision-Making.	P_W01, P_U01, P_U02, P_K01, P_K02
CL_4	MARKETING STRATEGY – STP AND MARKETING MIX From Analysis to Positioning.	P_W01, P_U01, P_U02, P_K01, P_K02
CL_5	MARKETING COMMUNICATION, BRAND AND BRAND EXPERIENCE IN TOURISM	P_W01, P_U01, P_U02, P_K01, P_K02
CL_6	MARKETING COMMUNICATION, BRAND AND BRAND EXPERIENCE IN TOURISM	P_W01, P_U01, P_U02, P_K01, P_K02
CL_7	COMPETITOR ANALYSIS .Information Gathering and Market Insight	P_W01, P_U01, P_U02, P_K01, P_K02
CL_8	COMPETITOR ANALYSIS. Information Gathering and Market Insight	P_W01, P_U01, P_U02, P_K01, P_K02
CL_9	COMPETITOR ANALYSIS. Information Gathering and Market Insight – project presentation	P_W01, P_U01, P_U02, P_K01, P_K02
CL_10	DIGITAL MARKETING AND SOCIAL MEDIA. Online Presence and Content Strategy	P_W01, P_U01, P_U02, P_K01, P_K02
CL_11	EXPERIENCE MARKETING AND EXPERIENTIAL TOURISM. Emotions as Value in Tourism Products	P_W01, P_U01, P_U02, P_K01, P_K02
CL_12	PRICING AND REVENUE MANAGEMENT. Practical Pricing Strategies	P_W01, P_U01, P_U02, P_K01, P_K02
CL_13	DISTRIBUTION AND E-COMMERCE IN TOURISM Sales Channels and Intermediaries	P_W01, P_U01, P_U02, P_K01, P_K02
CL_14	SUSTAINABLE AND RESPONSIBLE MARKETING IN TOURISM. Greenwashing vs Authenticity	P_W01, P_U01, P_U02, P_K01, P_K02
CL_15	Summary of classes and assessment	P_U12, P_U20, P_K01

PLANNED METHODS/FORMS/TEACHING MEANS

Program content	Teaching methods/forms
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L1-L15	Informative lecture, interactive lecture with discussion elements, Classroom-based lecture with visual aids
CL_1-30	Practical exercises, problem Individual and group work on tasks, analysis of practical problems, guided discussion-based learning, case studies, group work.
Teaching resources: Computer, Power point.	

METHODS OF VERIFYING THE EXPECTED LEARNING OUTCOMES ACHIEVED BY THE STUDENT

Learning outcomes for classes	Assessment methods
P_W01.	Written examination (multiple choice Test.
P_U1; P_U02; P_K01; P_K02	Tasks to be completed during classes and preparation of a presentation.

ASSESSMENT

1. Lectures

The lecture component is assessed through a final written test conducted during the last scheduled lecture session.

Format: Multiple-choice questions

Passing threshold: 60%

Learning outcomes assessed: Knowledge and understanding of key marketing concepts, theories, and frameworks

2. Tutorials (Classes)

Assessment of the tutorial component is based on continuous valuation, including:

Active participation in class activities (discussions, group work, simulations)

Written test (midterm/final quiz)

Group project (development and presentation)

3. Group Project

Students are required to prepare and present a group project related to course content.

Assessment criteria (scale: 1–5): Relevance to the assigned topic;

Substantive quality (theoretical and practical content); Technical quality (structure, visual materials, clarity)

Presentation skills (communication, engagement, teamwork)

4. Written Test (Kolokwium)

Format: Open-ended, problem-based questions

Passing threshold: 60%

Purpose: Assessment of analytical thinking and the ability to apply marketing concepts in practice

5. Grading Scale

The same grading scale applies to both the written test and the group project:

Grade	Percentage
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3.0	60–69%
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- 3.5 70–74%
- 4.0 75–84%
- 4.5 85–89%
- 5.0 90–100%

6. Final Grade Composition: Lecture test, Written test (tutorials), Group project, Participation.

ENGLISH BIBLIOGRAPHY

Basic	<p>Kotler, P., & Armstrong, G. (2021). <i>Principles of marketing</i> (18th ed.). Pearson.</p> <p>Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2022). <i>Marketing for tourism and hospitality</i> (8th ed.). Pearson.</p>
Additional	<p>Holloway, J. C., Humphreys, C., & Davidson, R. (2009). <i>Marketing for tourism</i> (5th ed.). Pearson Education Limited.</p>

SELF STUDY

Full-time studies		Type of activity
Number of hours to complete the activity	ECTS	
45	1.8	Contact classes
5	0.2	Students' preparations of the presentations
5	0.2	Self study as preparation to the written exam
20	0.8	Self study as reading text prepared by the teacher

Number of ECTS points that a student obtains in classes developing practical skills: 1,2.

Author of the class card:	Name, surname and email
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