

Entitlement

Marketing

Prerequisites

Not required

Main aim

To develop the ability to research and evaluate the tourism business environment, to apply marketing principles in business.

Summary

The Marketing (MARK) module analyzes: tourism marketing, electronic marketing, consumer behavior.

The module is designed to introduce students to the conception and concepts of marketing, e-marketing and consumer behavior. The module will provide up-to-date information on marketing objectives, strategies, external and internal environmental research, marketing budgeting, marketing program and marketing plan. The marketing module is intended for students of the tourism management study program.

Learning Outcomes

1. Understand the essence and basic concepts of marketing
2. Analyze solutions related to the elements of the tourism product and service marketing mix (7P): product, price, distribution, promotion, physical evidence, process, and people
3. Analyze the company's marketing environment and its influence in decision-making and response to changes, to apply the principles and logic of marketing research methodology
4. Analyze and develop marketing strategies and prepare a marketing plan for a company's product / service
5. Analyze email marketing, marketing in cyberspace
6. Apply the principles of website and their content development and design in social media channels, create and evaluate search engine marketing and search engine optimization campaigns
7. Understand different types of consumers and their behavior patterns based on cultural, social and personal characteristics. Make business decisions based on consumer types and their behavioral habits. Understand consumer motivation and decision-making processes
8. Conduct problem analysis and find the right solutions, providing the right arguments and justification

Syllabus

1. Basic concepts and core of the Tourism marketing
2. Marketing mix
3. Marketing environment
4. Marketing research
5. Marketing strategies
6. Marketing plan
7. E-mail marketing of emails and marketing in cyberspace
8. Search engine marketing, search engine optimization
9. Development of websites, online content and mobile applications
10. Use of social media channels
11. The concept of consumer behavior
12. Consumer behavior patterns and consumer types
13. The consumer as an individual. Consumer personal factors and their influence on behavior. Consumer motivation
14. Factors influencing consumer behavior. Influence of environmental factors on consumer behavior
15. Consumer decision making
16. Assessing consumer behavior in business decision making

Evaluation procedure of knowledge and abilities

Ten grade and gathered evaluation system is applied. The semester's individual work tasks are evaluated by grades; the final grade is given during the examination session while multiplying particular grades by the lever coefficient and summing the products.