

General information		
Course instructor	Lorena Bašan, PhD, Full Professor	
Name of the course	Marketing	
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management	
Status of the course	compulsory	
Year of study	2nd	
ECTS credits and manner of instruction	ECTS credits	9
	Number of class hours (L+E+S)	75 (30+0+45)
1. COURSE DESCRIPTION		
1.1. Course objectives		
The objective of the course is:		
<ol style="list-style-type: none"> 1. enable students to master the knowledge needed to understand the concept of marketing related to market operations and marketing environment, research and market segmentation, consumer behaviour, elements of the marketing mix, the marketing management, and needed marketing knowledge 2. to enable students to apply marketing knowledge in the real context 		
1.2. Course enrolment requirements		
No		
1.3. Expected learning outcomes		
After completing and passing the course, the student will be able to:		
<ol style="list-style-type: none"> 1. explain the concepts of marketing as a contemporary business philosophy 2. describe the processes of research and market segmentation 3. differentiate marketing environment factors and ways of their impact on business 4. explain factors of influence on consumer behaviour and the process of making a purchase decision 5. explain elements of the marketing mix: product, price, distribution, promotion, and importance of their appropriate combination 6. describe the process of marketing management 7. to analyse and explain marketing application in examples and case studies 		
1.4. Course content		
Marketing – a contemporary business concept; Marketing environment; The market and market-oriented business; Market research; Consumer behaviour; Market segmentation; Managing marketing functions: The product, Price - the pillar of product value, The importance of distribution in delivering value to the customer, Integrated marketing communication – promotion; The marketing management: Planning marketing activities, Organization and control of marketing activities,		

Marketing knowledge and skills							
1.5. Manner of instruction		<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork			<input checked="" type="checkbox"/> individual assignments <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input checked="" type="checkbox"/> other		
1.6. Comments							
1.7. Student responsibilities							
1.8. Monitoring of student work ¹							
Class attendance	2,5	Class participation	0,6	Seminar paper		Experimental work	
Written exam	1,5	Oral exam		Essay		Research	0,5
Project	1,5	Continuous assessment	2,4	Report		Practical work	
Portfolio							
1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus that coordinates activities, student load, learning outcomes, and evaluation methods.							
1.10. Mandatory literature (at the time of submission of study programme proposal)							
1. Grbac, B.: Marketing dynamics - How to Create Value for Customers, Pearson, London, 2014.							
1.11. Optional/additional literature (at the time of submission of the study programme proposal)							
1. Kotler, Ph., Armstrong, G.: Principles of Marketing - Global Edition, Seventeenth edition, Pearson, 2014.							
2. Kotler, Ph.: Marketing management, 15 th edition, Pearson India, 2017.							
1.12. Number of assigned reading copies in relation to the number of students currently attending the course							
Title					Number of copies	Number of students	
Grbac, B.: Marketing dynamics - How to Create Value for Customers, Pearson, London, 2014.					5		

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.

<i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>		
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.		