

## SYLLABUS

Basic data por subject:			
Academic unit:	Economic Faculty		
Subject:	Turism Marketing		
Level:	BSc		
Subject status:	Elective		
Study year:	II		
No. of hours per week:	2+1		
ECTS:	4		
Time / Lokation:			
Proffesor:			
Contact detals:			
<b>Description of the subject</b>			
		<p>Students will gain knowledge and:</p> <p>Understand the concept of marketing for tourism needs and its role as a management tool in solving problems in all areas of business and market.</p> <p>Be able to develop all activities in the analysis, planning, organizing, managing and controlling of marketing in the tourism business,</p> <p>Develop critical thinking in implementing the marketing concept through analysis of business cases and understanding of modern trends in tourism and marketing.</p> <p>Know the importance of applying the concept of marketing to business, and the role of Marketing in building the image of Business, with emphasis on tourism industry.</p>	
<b>Objective of the course</b>		<p>The purpose of the course is to familiarize students with marketing as a contemporary social and economic phenomenon. Achieve knowledge about the role of Marketing and its core elements in the development of business in the Tourism Industry, and in its various related areas.</p> <p>The acquisition of this curriculum enables students to benefit in raising their skills for further studies and work in the future.</p>	
<b>Expected learning outcomes:</b>		<ul style="list-style-type: none"> <li>• Understand the underlying principles on which Marketing in Tourism develops and operates.</li> <li>• Understand the interaction of the financial industry with other economic activities.</li> <li>• Contemporary marketing mode in the market and in general in Business.</li> <li>• Being able to design a marketing plan for Tourism,</li> <li>• Being able to develop enterprise marketing activity independently.</li> </ul>	
Contribution to student load			
Activity	Hours	Day/week	Total
Lectures	2	15	30
Theoretical / laboratory exercises	1	15	15
Practical work	0	0	0
Contacts with the teacher / consultations	1	10	10
Field exercises			
Colloquium, seminars	2	2	4
Homework	1	6	6

Student study time (in library or at home)	1	15	15																								
Projects, presentations, etc	1	5	5																								
Final exam preparation	1	15	15																								
<b>Total</b>			<b>100</b>																								
<b>Teaching Methodology:</b>	<ul style="list-style-type: none"> <li>• Interactive lectures illustrated with power point presentations,</li> <li>• Seminars, debates and group work on specific issues (analysis and discussion)</li> <li>• Interactive work, group work, learning by working and repeating.</li> </ul>																										
<b>Methods of assessment:</b>	<table border="0"> <thead> <tr> <th colspan="2"><u>Regular Students</u></th> <th colspan="2"><u>Students with Correspondence</u></th> </tr> </thead> <tbody> <tr> <td>Seminar</td> <td>15%</td> <td>Seminar</td> <td>10%</td> </tr> <tr> <td>Presentations-Tasks:</td> <td>10%</td> <td>Tasks</td> <td>10%</td> </tr> <tr> <td>Evaluation –Test</td> <td>25%</td> <td>Final exam</td> <td><u>80%</u></td> </tr> <tr> <td>Final exam</td> <td><u>50%</u></td> <td></td> <td></td> </tr> <tr> <td colspan="2" style="text-align: center;">Total</td> <td colspan="2" style="text-align: center;">100%</td> </tr> </tbody> </table>			<u>Regular Students</u>		<u>Students with Correspondence</u>		Seminar	15%	Seminar	10%	Presentations-Tasks:	10%	Tasks	10%	Evaluation –Test	25%	Final exam	<u>80%</u>	Final exam	<u>50%</u>			Total		100%	
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<b>Literature:</b>																											
<b>Basic literature:</b>	Fatos Ukaj, “ Marketingu në Turizëm”, Prepared material for lectures, Prishtinë, 2018.																										
<b>Additional literature:</b>	<p>Kotler, P., Bowen, J., Makens, J. : Marketingu ne Hotelieri dhe Turizëm, Mate d.o.o., 2010, Kapitujt 4-13, 18-19.</p> <p>Morrison, A., Gretzel, U.: Tourism Marketing: In the Age of the Consumer, Routledge, 2016.</p> <p>Horner, S., Swarbrook, J.: Consumer Behaviour in Tourism, Routledge, 2016.</p> <p>Ukaj,F, 2010,Marketing Concept As a Tool for Development of Tourism in Kosovo, Journal of Environmental Management and Tourism (JEMT),ISSN 2068-7729 issue nr 1, p 57-62</p> <p>Ukaj,F, 2018,The Role of Internet in Successful Marketing in Tourism Organizations, Journal of Environmental Management and Tourism (JEMT),ISSN 2068-7729 issue nr 29, p 1071-1076</p>																										
<b>Described Learning Plan:</b>																											
<b>Week</b>	<b>Lecture to be held</b>																										
<b>First week:</b>	Topic: Introduction to Marketing. Key concepts and their analysis - general marketing knowledge - marketing and features of the tourist market, the role of marketing																										
<b>Second week</b>	Topic: Marketing specifics for tourism needs																										
<b>Third week:</b>	Topic: Marketing environment in tourism																										
<b>Fourth week:</b>	Topic: Segmenting the tourism market and defining target groups																										
<b>Fifth week:</b>	Topic: Positioning and marking of products and services in the tourist market																										
<b>Week six:</b>	Topic: Consumer behavior in tourism - the final consumer market																										
<b>Week Seven:</b>	Topic: Intermediate Evaluation																										
<b>Eighth week:</b>	Topic: Consumer behavior in tourism - organizational buyers' market																										
<b>Ninth week:</b>	Topic: Product Policies in Tourism																										

<b>Tenth Week:</b>	Topic: Price Strategy
<b>Week Eleven:</b>	Topic: Distribution strategy, distribution in the tourism market
<b>Twelfth Week:</b>	Topic: Advertising Promotion Strategy and Sales Promotion
<b>Thirteenth Week:</b>	Topic: Organizing, implementing and evaluating the Promotion
<b>Fourteenth Week:</b>	Topic: Building customer loyalty through bid quality
<b>Fifteenth week:</b>	Topic: Market Management, of a Tourism Destination

#### **Academic policies and rules of conduct**

- Students should be mindful and respect institution of University and the school's rules of the Faculty.
- Must observe the schedule of lectures, exercises and be attentive to the lesson
- The possession and presentation of the ID during the lectures and examinations is obligatory
- During the preparation of seminar papers, the student must adhere to the instructions given by the teacher for the research and technical accomplishment of the work.