

SYLLABUS

SUBJECT: SPA AND RESORT MARKETING MANAGEMENT

TEACHER: PAWEŁ ŁUKA, PHD

COURSE DESCRIPTION

Strategic Planning and the Marketing Management Process
Environments of spa and resort marketing
Market segmentation
Target marketing
Marketing information and research
Financial analysis for marketing decisions
Marketing strategy
Developing marketing plans
The spa and resort products
Distribution strategies
Location strategies
Pricing strategies in spa and resort
Advertising and sales

ECTS: 5 CREDITS

LEARNING OUTCOMES

This course focuses on the application of marketing principles and techniques to the spa and resort enterprises. It is designed to enable students to develop the knowledge and skills necessary for a successful career in this dynamic and fast-moving industry. The student will examine how the marketing concepts of product, place, price and promotion can be effectively utilized in the spa and resort industry. Practical application of promotion publicity, public relations and advertising is demonstrated in case studies and class assignments.

GRADING POLICY

Assignments, group works, presentations, final test

TIMETABLE

Lectures and Classes: To be announced

TEXTBOOK AND REQUIRED MATERIALS

Peter J. P., Donnelly J. H., *Marketing Management: Knowledge and Skills*, Irwin-McGraw Hill Publishing Company, 2011

Kotler P., Bowen J. T., Makens J. C., (2010), *Marketing for Hospitality and Tourism*, Pearson Prentice Hall

PREREQUISITES:

Marketing and Management