



UNIVERSITY OF SARAJEVO – FACULTY OF SCIENCE
SUBJECT DESCRIPTION

Form SP2

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Subject code: T-436-3	Subject name: Marketing in Tourism		
Cycle: I	Year: IV	Semester: VIII	ECTS credits: 6
Status: mandatory		Contact hours: 60 Lectures: 30 Practical courses: 30	
Assigned professors and assistants:	Professors and assistants selected in the field to which the subject belongs		
Prerequisites:	/		
Subject objectives:	Introducing students with tourism in the context of modern services and their specificities. Acquiring knowledge about marketing environment. Segmentation analysis, target market selection, positioning, as well as tourism market research. Introducing with elements of the marketing mix.		
Teaching units:	1. Tourism in the context of contemporary services 2. Specificity of services 3. Marketing environment 4. The behavior of users of tourist services 5. Segmentation, target market selection and positioning 6. Marketing research in tourism 7. The first test 8. Marketing mix in the tourist market – product 9. Marketing mix in the tourist market – price 10. Marketing mix in the tourism market – placement 11. Marketing mix in the tourism market – promotion 12. Marketing mix in the tourism market – people 13. Marketing mix in the tourism market – physical evidence 14. Marketing mix in the tourism market – process 15. Seminar papers presentations		
Learning outcomes:	Knowledge: • student critically analyzes tourism in the context of modern services and their specifics; • the student identifies all types of marketing environment; • the student explains the connection and interaction of all elements of the marketing mix; Skills: • the student independently analyzes the behavior of users of tourist services; • The student evaluates the process of tourism marketing research;		



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	Competencies: • the student independently interprets the process of segmentation, selection of target markets and positioning.		
Teaching methods:	Multimedia presentation and conversation (lecture); research independent work of students and joint analysis (practical courses).		
Knowledge testing methods with grading structure ¹:	Criterion	Points	Requirment
	1. Attendance	5	3
	2. Participation on lectures	5	2
	3. Midterm exam	40	22
	4. Seminar paper	10	6
	5. Student project	/	/
	6. Laboratory report	/	/
	7. Colloquium	/	/
	8. Final exam	40	22
	Total	100	55
	Rating:		
	Grade	E CTS grade	Number of points
	10	(A) exquisite	95 - 100
	9	(B) excellent	85 - 94
	8	(C) very good	75 - 84
7	(D) good	65 - 74	
6	(E) sufficient	55 - 64	
5	(F,FX) insufficient	<55	
Literature²:	MANDATORY:		
	1) Babić-Hodović Vesna, Marketing usluga, Ekonomski fakultet u Sarajevu, 2010		
	2) Bakić Ognjen, Marketing u turizmu, Univerzitet Singidunum, Beograd, 2010		
	RECOMMENDED:		
	1) Materials which will be provided to students		

¹ The structure of points and point criteria for each subject is determined by the Council of the organizational unit before the beginning of the academic year in which the subject is taught in accordance with Article 64, paragraph 6 of the Law on Higher Education of Sarajevo Canton

² The Senate of the higher education institution as an institution or the council of the organizational unit of the higher education institution as a public institution determines mandatory and recommended textbooks and manuals, as well as other recommended literature on the basis of which exams are prepared by a special decision which must be published on its website before the beginning of the academic year in accordance with Article 56, paragraph 3 of the Law on Higher Education of the Sarajevo Canton