

Study program		Study cycle Orientation		Second study cycle Tourism and Environmental Protection				
SUBJECT								
Subject name		Marketing in Tourism						
Subject code	Semester	Subject status			ECTS credits	Contact hours		
T-536-3	I	Mandatory			5	125		
Prerequisites								
Assigned professors and assistants	Subject Leader		Dr. Sc. Amra Čaušević, assistant professor					
	Teaching Assistants							
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.							
SUBJECT CONTENT								
o.n.	Teaching units				Contact hours			
					L	P	S	C
1.	Tourism in the context of contemporary services				2	4	1	1
2.	Specificity of services				2	2	1	1
3.	Marketing environment				2	2	1	1
4.	The behavior of users of tourist services				2	2	1	2
5.	Segmentation, target market selection and positioning				2	2	1	1
6.	Marketing research in tourism				2	2	2	1
7.	Test I				2			
8.	Marketing mix in the tourist market – product				2	2	1	1
9.	Marketing mix in the tourist market – price				2	2	1	1
10.	Marketing mix in the tourism market – placement				2	2	1	1
11.	Marketing mix in the tourism market – promotion				2	2	1	1
12.	Marketing mix in the tourism market – people				2	2	1	1
13.	Marketing mix in the tourism market – physical evidence				2	2	1	1
14.	Marketing mix in the tourism market – process				2	2	2	2
15.	Seminar papers presentations				2	2		
STUDENT WORKLOAD (HOURS)²								
Contact Hours (L+P)	60	Practical work		Seminars	15	Exam study time	20	
Literature – reading	15	Written papers		Other (state)	15	TOTAL	125	
LITERATURE				EVALUATION OF KNOWLEDGE AND CRITERIA				
Basic literature: 1) Babić-Hodović Vesna, Marketing usluga, Ekonomski fakultet u Sarajevu, 2010 2) Bakić Ognjen, Marketing u turizmu, Univerzitet Singidunum, Beograd, 2010 Additional literature (further reading): 1) Materials which will be provided to students					PARAMETERS	Maximum Points	Minimum points	
				1.	Attendance	5	3	
				2.	Participation on lectures	5	2	
				3.	Midterm exams	40	22	
				4.	Seminar	10	6	
				5.	Students project			
				6.	Final exam	40	22	
				Total		100	55	