

| 1. Course (module) name | 2. Code |
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| Destination Marketing | |

| 3. Lecturer (s) | 4. Division(s) |
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| 5. Cycle of studies | 6. Course (module) level | 7. Course (module) type |
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| First | Course is not divided into parts | Elective |

| 8. Delivery form | 9. Delivery period | 10. Delivery language (s) |
|------------------|--------------------|---------------------------|
| Full-time | Semester 5 | English |

| 11. Requirements for students | |
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| Preliminary requirements: | Associated requirements (if any): |
| - | - |

| 12. Scope of course (module) in ECTS credits | 13. Full workload of a student (hours) | 14. Contact work hours | 15. Independent work hours |
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| 6 | 130 | 30 | 100 |

| 16. Course (module) purpose: competences developer by the course programme |
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| This course - as a result from both marketing and tourism industries' requirements for developing graduates with the specific knowledge and awareness of contemporary trends of how to promote a destination successfully. Special emphasis is places on the different requirements applicable to each destination. Moreover, the range of marketing strategies employed by Destination Management Organizations (DMOs) together with their respective partners (other organizations, airports and airlines) is analyzed. |

| 17. Relation of the course targets with the expected results of studies and evaluation methods of studies and student achievement | | | |
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| Results (targets) of the course | Results of the course | Methods of studies | Evaluation methods of academic achievements |
| Students have to understand the destination and marketing importance of the aviation industry, identify current challenges, trends and possible guidelines of development, apply the acquired knowledge to solve problems. | <i>The course provides the knowledge and application examples of: principles of destination marketing, destination brand values, role of social media influencers;</i> | <i>Lectures,,discussion, problem assignments, debates , analysis of brands</i> | Examination. Evaluation of discussion, assignment and interpretation of results. |
| | <i>Building of special skills: to identify trends and prospects of destination marketing, select of targeted market segments;</i> | Lectures, analysis, case studies | Case Analysis report and evaluation. |
| | <i>Building of general skills: to create and seek Key Performance Indicators</i> | Analysis, case studies, KPI measurements | Examination. Evaluation of discussion, assignment and interpretation of results. |

| 18. Course content | | | | | | | | | |
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| Topics | Contact work hours and learning method | | | | | | | Time of independent studies and tasks | |
| | Lectures | Consultations | Seminars | Exercises | Laboratory work | Practice | All contact work | Independent work | Tasks |
| 1. Destination marketing concepts | 2 | - | 1 | - | - | - | 3 | 10 | Read and analyse the literature presented by the lecturer. |
| 2. Objectives for developing and implementing a destination marketing strategy | 2 | - | 1 | - | - | - | 3 | 10 | Read and analyse the literature presented by the lecturer, analysing strategies |
| 3. Analysis and selection of destination brand values | 2 | - | 2 | - | - | - | 4 | 10 | Read and analyse the literature presented by the lecturer. |
| 4. Selection of targeted tourism market segments | 4 | - | 2 | - | - | - | 6 | 20 | Read and analyse the literature presented by the lecturer. Analysis of the tourism market segments |
| 5. Role of social media influencers | 2 | - | 2 | - | - | - | 4 | 10 | Read and analyse the literature presented by the lecturer. |
| 6. Key Performance Indicators (KPIs) | 4 | - | 2 | - | - | - | 6 | 20 | Read and analyse the literature presented by the lecturer, Case Studies |
| 7. Analysis of successful and unsuccessful destination marketing case-studies | 2 | - | 2 | - | - | - | 4 | 20 | Read and analyse the literature presented by the lecturer, Case Studies and Group Works |
| Total | 18 | - | 12 | - | - | - | 30 | 100 | |

| 19. Strategy and criteria of student assessment | | | |
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| Assessment method | Per cent | Delivery time | Evaluation criteria |
| Assessment of analysis, interpretation and discussion | 20% | During the semester | Results of independent student work are assessed in the 10 points system. Evaluation criteria: 10-9: Excellent analysis, demonstration of good abilities and creative skills, original interpretations, active participation in discussions. |

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| | | | <p>8-7: Good analysis, demonstration of medium creative skills, non-original interpretations, average activity in discussions.</p> <p>6-5: Average analysis, demonstration of weak creative skills, no interpretations provided, fragmented participation in discussions.</p> <p>4-0: Minimum requirements are not met.</p> |
| Evaluation of individual assignment | 30% | During the semester | <p><i>Evaluation of presentation of the analysis includes: 30% score for oral presentation and 70% score for the written report</i></p> <p><u>Evaluation criteria for oral delivery of the results of analysis:</u></p> <p>9-10: clear, coherent presentation corresponding to the raised endpoint; formulated and motivated idea; consistently and widely developed analysis and interpretation;</p> <p>7-8: incoherent presentation, only partially complying to the raised purpose of research; analysis is inconsistent, superficial or episodically deviating from the basic research problem; no interpretations of research results are provided</p> <p>5-6: vague presentation that does not meet the objective; superficial and inaccurate analysis not consistent with the main work problem, or analysis is missing</p> <p>0-4: does not meet minimum requirements or presentation delivery is not prepared.</p> <p><u>Evaluation criteria for a written analysis report:</u></p> <p>30% Structure and scope of work: the written paper has clear and logical structure, contains all necessary components (introduction, theme presentation, goals, objectives, methods, empirical materials, teaching that provides empirical material analysis and interpretation, conclusions): the scope of report is adequate and it contains all the necessary elements: 9-10 points; the scope of report is adequate and it does not include all the necessary parts: 7-8 points; the scope of report is inadequate and does not contain all the necessary parts: 5-6 points; the study report does not meet minimum requirements or the report is not ready: 0-4 points.</p> <p>50% Analysis and conclusions: the analysis is very thorough, conclusions are justified and based on empirical material: 9-10 points; the analysis was performed, but not complete, conclusions are not always justified: 7-8 points; superficial analysis: 5-6 points; research report fails to meet minimum requirements, or research what not prepared: 0-4 points.</p> <p>20% Scientific style and research culture: proper treatment of sources and quotations; wording and style meets requirements for the research paper.</p> |
| Written examination | 50 % | Examination | <p><i>The examination consists of a test with 20 closed-end questions. Each correct answer is evaluated with 0.5 points.</i> Evaluation criteria:</p> <p>10-9: Excellent knowledge and skills. 20-17 correct answers.</p> <p>8-7: Good knowledge and skills. 16-14 correct answers.</p> <p>6-5: Average knowledge and skills. 13-10 correct</p> |

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| | | | answers. 4-0: Minimum requirements are not met. 9 or less correct answers. |
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| 20. Sources of study, literature |
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| Mandatory sources of study, literature |
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1. Keller, K.L. (2013). Strategic Brand Management: Building, Measuring and Managing Brand Equity, 4th edition, Pearson Education
2. Kotler P., Bowen J.R. & Makens J.C. (2003), Marketing for Hospitality and Tourism, 3rd ed. Upper Saddle River, NJ: Prentice Hall.
3. Dinnie, K. (2008). 'Nation Branding – Concepts, Issues, Practice', Butterworth-Heinemann, Amsterdam.
4. Briggs, S. (1997), Successful tourism marketing, London: Kogan Page.

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| Additional sources of study, literature |
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5. Laws, E. (2002), Tourism marketing: quality and service management perspectives, London: Continuum.