

NAME OF THE COURSE		DESTINATION MARKETING				
Code	EUT205	Year of study	3			
Course teacher	Assist. Prof. Davorka Mikulić, PhD Prof. Lidija Petrić, PhD	Credits (ECTS)	5			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	core	Percentage of application of e-learning	30 %			
COURSE DESCRIPTION						
Course objectives	The main course objective is to introduce students to all the particularities related to the application of the marketing concepts for the purposes of tourist destination as well as to develop their skills and competences needed for the application of theoretical knowledge about strategic marketing aspects in considering integral destination development.					
Course enrolment requirements and entry competences required for the course	Defined by the Faculty's rules.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	During the course students will integrate a whole range of theoretical and empirical insights about strategic marketing aspects as well as critically judge development trends, evaluate solutions offered and recommend measures and activities directed towards optimization of solutions in the area of destination marketing. Individual learning outcomes: 1. analyse current trends and their implications for the development of destination tourism and effective marketing application 2. analyse the role of DMO in managing destination marketing 3. analyse activities in selecting destination marketing strategies 4. analyse the marketing mix application at the destination level 5. evaluate e-marketing tools at the destination level					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercises			
	Topic	Hours	Topic	Hours		
	Introduction to Destination Marketing	2	Exercises' objectives, content and methods of work	2		
	Trends in Tourism – Implications for Destination Marketing					
	Framework for Tourism Planning and Marketing	2	Students' presentations and discussion on the topic	2		
	Environment and Resource Analysis	2	Students' presentations and discussion on the topic	2		
Destination Goals and Strategy Formulation	2	Students' presentations and discussion on the topic	2			

2021./2022.

19/10/21 – 2. Sj.FV

	Target Marketing and Destination Positioning Strategy	2	Students' presentations and discussion on the topic	2		
	Destination Branding	2	Students' presentations and discussion on the topic	2		
	Destination Marketing Mix Strategy	2	Students' presentations and discussion on the topic	2		
	Product Strategy	2	Students' presentations and discussion on the topic	2		
	Pricing Strategy	2	Students' presentations and discussion on the topic	2		
	Distribution Strategy	2	Students' presentations and discussion on the topic	2		
	Promotion Strategy	2	Students' presentations and discussion on the topic	2		
	Marketing Communications Using Digital Media Channels	2	Students' presentations and discussion on the topic	2		
	Regional Organization and Management Supporting Systems	2	Students' presentations and discussion on the topic	2		
Format of instruction	X lectures X seminars and workshops X exercises <input type="checkbox"/> <i>on line</i> in entirety <input type="checkbox"/> partial e-learning <input type="checkbox"/> field work		X independent assignments X multimedia <input type="checkbox"/> laboratory X work with mentor <input type="checkbox"/> (other)			
Student responsibilities	Students must attend a minimum of 70% of the total number of lecturing hours. Students are required to prepare and present a team project. Also, students are obliged to read literature on a given topic and be able to discuss it. During semester 4 quizzes will be carried out with the aim of preparing students for midtermtests.					
Screening student work (<i>name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course</i>)	Class attendance	1,5	Research		Practical training	
	Experimental work		Report		(Other)	
	Essay		Seminar essay	1,5	(Other)	
	Mid-term exams	2*	Oral exam	2	(Other)	
	Written exam		Project		(Other)	
Grading and evaluating student work in class and at the final exam	*Throughout the semester, students will have an opportunity to take two midterm exams. If they pass both, they are exempted from taking the final exam. The examination is considered positive (a pass grade) if at least 60% of the questions are correctly answered. The final grade will be based on the results obtained in midterm exams (each 35 points), seminar paper and presentation (25 points), and participation in class					

2021./2022.

19/10/21 – 2. Sj.FV

	<p>activities (5 points).</p> <p>In contrast, if students do not successfully pass midterm exams, they must take the comprehensive final exam, with the possibility to obtain 70 points in total.</p> <p>Grading scale: < 60 points = unsatisfactory, 60-69 points = satisfactory, 70-79 points = good, 80-89 points = very good, and 90-100 points = outstanding.</p>		
Required literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	Teacher's handouts		Moodle
	Pike, S. (2016). <i>Destination Marketing, Essentials</i> . Routledge, New York	1	
	Pike, S. (2008). <i>Destination Marketing, An Integrated Marketing Communication Approach</i> , Routledge, London	1	
Optional literature (at the time of submission of study programme proposal)	<p>Anholt, S. (2007). <i>Competitive Identity: The New Brand Management for Nations, Cities and Regions</i>, Palgrave Macmillan, New York</p> <p>Ritchie, J.R.B., Crouch, G.I. (2003), <i>The Competitive Destination: A Sustainable Tourism Perspective</i>, CABI Publishing, UK</p> <p>Heath, E., Wall G. (1992). <i>Marketing Tourism Destinations: A Strategic Planning Approach</i>. John Wiley & Sons, Inc. New York</p>		
Quality assurance methods that ensure the acquisition of exit competences	<p>Lectures attendance and other students' commitments monitoring (course teacher)</p> <p>Monitoring of the course's performance (Vice Dean for Education)</p> <p>Analysis of the studying success (Vice Dean for Education)</p> <p>Students' questionnaire on the lecturers' quality and the quality of course outcomes (University of Split, Centre for quality assurance)</p> <p>Examination is used as an instrument to evaluate individual course outcomes by the course lecturer. The content of exam is reassessed periodically in order to assure compliance with the course outcomes (Vice Dean for Education).</p>		
Other (as the proposer wishes to add)			

2021./2022.

19/10/21 – 2. Sj.FV