

**COURSE DATA****Data Subject**

Code	35129
Name	Leisure marketing
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	4	First term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	36 - Marketing and market research II (AP Urban tourism)	Optional

Coordination

Name	Department
CUADRADO GARCIA, MANUEL	43 - Marketing and Market Research

SUMMARY

This course introduces the student to the leisure sector and the management of the activities that it comprises from the marketing function. For this, the subject will cover the description of the five main dimensions of the leisure concept (culture, sport, places, ecology and solidarity) and their analysis from the marketing discipline, both from the consumption and from the offer. In a concrete way, the subject pursues:

1. Obtain a general perspective of the marketing management process in the leisure sector, identifying its areas of greatest interest, the basic principles and methods, establishing relationships between the subjects and learning the jargon of the discipline.
2. Understand the role of marketing in the different organizations that make up the leisure sector, its relationship with tourism and society, explaining how it interacts with other areas or functions of organizations.
3. Develop individual skills and teamwork, improve communication skills and learn to search and process different types of information and make subsequent decisions.



4. Analyze different marketing situations in the field of leisure, detecting the problems that an organization can face, and suggesting information search processes and actions to resolve them.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

OUTCOMES

1317 - Degree in Tourism

- Understand the dynamic and evolving nature of tourism and of the new leisure society.
- Turn an empirical problem into an object of study and draw conclusions.
- Have a strong customer service orientation.
- Evaluate tourist potentials and make the prospective analysis of their exploitation.
- Define commercial objectives, strategies and policies.
- Have communication skills.
- Identify and manage tourist areas and destinations.
- Show creativity.
- Demonstrate motivation for quality.

LEARNING OUTCOMES

Knowledge of the role of leisure in today's society and future trends.

Knowledge of theories and basic concepts in marketing as: consumption, behaviour of consumer, market segmentation, positioning, applied to leisure.

Knowledge of tools and basic applications such as: market research, marketing plan, creation of tourist products, determination of prices, communication strategies and distribution decisions.

Application of the theories and basic concepts of supply and demand to the different types of companies, destinations and tourism markets, developing marketing plans and designing in practice specific products, prices, distribution and communication.



Knowledge of the concepts and principles of cultural management developing projects of tourist use of a well heritage or a cultural project, carrying out studies of visitors and exercising the capacity of analysis of real cases of Management of tourism cultural.

DESCRIPTION OF CONTENTS

1. Leisure and marketing

1. Concept of leisure
2. Dimensions of leisure
3. Approaches of marketing in leisure
4. Marketing management in leisure

2. Planning of marketing in leisure

1. Consumer-oriented marketing strategy
2. Main marketing strategies
3. Marketing-mix
4. Marketing of services

3. Marqueting the arts and culture

1. Delimitation of the cultural sector
2. Arts marketing model
3. Atraction and consolidation of public
4. Segmentation and positioning in the cultural sector

4. Marqueting sport activities

1. Delimitation of the sport sector
2. Consumer behaviour in sports
3. Marketing research in sports
4. Satisfaction of users

5. Marketing decisions in leisure places

1. Delimitation of leisure places
2. Theme parks
3. Regular and leisure shopping centres
4. Distribution decisions in leisure places

**6. Marketing and ecology**

1. Organizations with ecological goals
2. Consumption of ecological products
3. Communication and ecology campaigns
4. Digital marketing and ecology

7. Marketing and solidarity

1. Delimitation of solidarity organizations and activities
2. Corporate social responsibility
3. Social marketing
4. Marketing with cause

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Development of group work	10,00	0
Development of individual work	10,00	0
Study and independent work	25,00	0
Readings supplementary material	5,00	0
Preparation of evaluation activities	5,00	0
Preparing lectures	15,00	0
Preparation of practical classes and problem	10,00	0
Resolution of case studies	10,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The teaching methodology to develop for the learning of theoretical concepts of this field combines the explanations of the Professor with the reading and study, by part of the student of the manuals reference and the selected readings. Thus, the teacher will present the main theoretical contents, illustrating them with examples updated to the time it will be different educational activities. At home, the student must use manuals of the subject for consolidate the contents explained in class. This will train the student to perform activities of the practical module.



Practical sessions will be dedicated to the realization of activities of management and marketing in the context of leisure, linked or not to a joint project. The students will have to participate actively and regularly to perform these tasks and thus to understand and implement the contents theoretical of marketing. Further, shall, both individually as in Group, introduce compulsory those activities that are requested.

EVALUATION

The subject of Marketing of leisure will be evaluated based on the following characteristics:

The final grade will come from the assessment of the theoretical and practical parts. **Both parties should be passed separately to overcome matter.** The sum of all parties, once the minimum required achieved you will have to reach a minimum of five points.

The **theory part** is evaluated with a final written exam on all topics of the course and will have a maximum value of 5 points. Test questions, short questions or questions of development are different possible modalities to raise in the above mentioned examination. **The student must obtain a minimum of 2.5 points in this part to be able to pass the course.**

The **practice part** will be evaluated in the following way:

Tasks, activities or reports requested throughout the semester will have a value up to 5. **The student must obtain a minimum of 2.5 points in this block to be able to add the other parts.** In the case of the student do not reach this this minimum, he will have to pass a practical final examination which will have a value up to five points, not counting what has been achieved in continuous assessment. The examination may contain questions related to the practical activities carried out during the course, experiences and analyzed cases in the theoretical module or to new situations. **The student must obtain a minimum of 2.5 points in this part to be able to pass the course.**

Students who do not participate in the ongoing evaluation for greater cause must justify it with an official document and perform the practice final exam with identical patterns to the previously explained

REFERENCES

Basic

- Agudo, A. y Toyos, F. (2003). Marketing del fútbol.
- Calomarde, J.V. (2000). Marketing ecológico. Pirámide. Madrid.
- Camarero, C. y Garrido, M.J. (2004). Marketing del patrimonio cultural. ESIC-Pirámide. Madrid.
- Colbert, F. y Cuadrado, M. (2010). Marketing de las artes y la cultura. Ariel Patrimonio. Barcelona.
- Cuadrado, M. (2010). Mercados culturales. Doce estudios de marketing. UOC Editorial. Barcelona.
- Rufín, R. (2013). Marketing del turismo y del ocio. Sanz y Torres. Madrid.



ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

As a consequence of the current situation and the safety regulations proposed by the Ministry and the University, the theory sessions will be held virtually at official time through the virtual classroom using different

resources (video presentations, teaching materials, videos, tasks and forums). The practice will be presented in person when necessary as some of the activities are carried out outside the classroom. In the event of

returning to a state of alarm and confinement, the practical classes would be held online, with the students reporting the results of their work to the corresponding teachers.

As for the evaluation of the course, it follows the criteria set out in the teaching guide. The theory will be evaluated through an exam that will account for five points. The exam will be face-to-face if the situation allows it, otherwise online. The evaluation of the practice, also of five points, will be carried out through continuous evaluation regardless of the situation. Failure or not doing the practice will necessarily make students

sit for a practical final exam that will be face-to-face if circumstances allow, and online otherwise.