

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

Code	35129
Name	Leisure marketing
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. 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
TUBILLEJAS ANDRES, BERTA	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

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

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 (RD 1393/2007) // NO CONTENT (RD 822/2021)

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

2. Planning of marketing in leisure

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

3. Cultural and Arts Marketing

4. Sport Marketing

5. Leisure places Marketing

6. Marketing and ecology

7. Marketing and solidarity

**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 final grade will come from the evaluation of the theoretical and practical parts. Both parts must be passed separately to pass the subject. The sum of all the parts, once the required minimums have been exceeded, must reach a minimum of five points.

The subject is evaluated as follows:

1) The theory part (60%) will be evaluated with a final written exam related to all the topics of the program and will have a maximum value of 6 points. Test questions and/or short development questions are the different possible modalities to consider in said exam. Both the test questions and the short questions can be both theoretical content and theoretical content applied to practice. The student must



obtain a minimum of 3 points in the theoretical exam in order to pass this part of the course.

In case of passing the theoretical part and failing the practical part in the 1st call, the theory mark can be saved for the second call.

2) The practical part (40%) will be evaluated as follows:

It consists of continuous assessment based on individual and group performance of the scheduled activities that will take place throughout the course, as well as their presentation and defense in class on the scheduled dates. The tasks, activities or reports requested throughout the semester will be valued up to 4 points. The student must obtain a minimum of 2 points in this part of practices to be able to add the note obtained in the theoretical part.

In the case that the student do not achieve the minimum to pass as a result of the continuous assessment in the first call, the student must submit in a single pdf document the practices proposed by the teaching staff and resolved individually by the student (out of 1 point) and exam of practices that may contain questions related to the practical activities carried out during the course, experiences and cases analyzed in the theoretical module or new practical situations related to the theory learned (out of 3 points). The sum of the 2 notes will be the evaluation of the practice part (4 points). The student must obtain a minimum of 2 points in this part in order to pass the course.

In case of passing the practical part and failing the theoretical part in the 1st call, the practice grade may be saved for the second call.

IMPORTANT NOTES REGARDING THE EVALUATION:

- It is necessary to separately pass the theoretical part (obtain at least 3 points) and the practical part (obtain at least 2 points) in order to pass the subject.
- The student who cannot come to class for a documented justified reason (eg work contract with hours incompatible with attendance at practical sessions), must justify it before September 30, 2023 to the teacher of the subject, in order to be able to configure the teaching staff an individualized system of continuous evaluation of the part of practices to the student in question. This student must present the activities individually through the virtual classroom within the deadlines established in the subject. No other student will be able to take advantage of this individualized system.
- Students who do not participate in the continuous assessment, either in person in class or through individualized follow-up in case of justified cause, will be considered to have not reached the minimum grade necessary to pass in the 1st call and will be evaluated in the 2nd call. , as described in the case of students who fail in the 1st call.



REFERENCES

Basic

- Cuenca, M. (2006): Aproximación multidisciplinar a los estudios de ocio. Universidad de Deusto.
- Horner, S. y Swarbrooke, J. (2005). Leisure Marketing: a global perspective. Elsevier.

Additional

- Agudo, A. y Toyos, F. (2003). Marketing del fútbol. Esic. Madrid.
- 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.
- Recuero Virto, N. Blasco López, F y García de Madariaga Miranda, J (2016). Marketing del turismo cultural. Esic. Madrid.
- Rufín, R. (2013). Marketing del turismo y del ocio. Sanz y Torres. Madrid.