

Study program : Hotel Management, Tourism Management			
Type and level of studies: Master academic studies (Postgraduate academic studies, 1 <sup>st</sup> level)			
<b>Course unit: Creating value in marketing</b>			
<b>Teacher in charge: Drago Cvijanović, Marija Mandarić, Dejan Sekulić</b>			
Language of instruction: Serbian and English			
ECTS: 8			
Prerequisites: No special prerequisites			
Semester: I			
<b>Course unit objective</b>			
The aim of the course is to understand the concept of creating and delivering value in marketing. By creating top quality products and services, companies create and deliver high value to consumers, which enable them to gain a leading position. Students will gain insight into the basic theoretical concepts and application dimensions of value creation in marketing. The contribution of products and services to successful business and maximization of business results will be analyzed.			
<b>Learning outcomes of Course unit</b>			
The outcome of the course is the acquisition of students' knowledge about the role and importance of the implementation of value creation in marketing, as well as training students to apply marketing strategy in tourism and hospitality and create high value products and services in the tourism market.			
<b>Course unit contents</b>			
<i>1. Theoretical classes</i>			
1. Defining value for users of tourist services, 2. Creating value for users of tourist services, 3. Creating total value for tourists, 4. Creating experience for tourists, 5. Creating value for tourists through marketing activities, 5. The concept of segmentation, targeting and positioning in creating value for tourists, 6. Delivered value to tourists.			
<i>2. Practical classes:</i>			
Preparation of study and research work using domestic and foreign literature, Internet sources and field research; exercises, case studies, presentations of independent research work of students.			
<b>Literature</b>			
1. Prebensen, N., Chen, J., Uysal. M. (2018). <i>Creating experience value in tourism</i> , CAB International, UK.			
2. Oswald, L. (2015). <i>Creating Value: The Theory and Practice of Marketing Semiotics Research</i> , Oxford, UK			
3. Mathur, S., Kenyon, A. (2014). <i>Creating Value: Successful business strategies</i> , Butterworth-Heinemann, UK.			
<b>Number of active teaching hours</b>			<b>Other classes</b>
Lectures: 2	Practice: 2	Other forms of classes:	Independent work:
<b>Teaching methods</b>			
Lectures, practices, seminars, case studies			
<b>Examination methods (maximum 100 points)</b>			
<b>Exam prerequisites</b>	<b>No. of points:</b>	<b>Final exam</b>	<b>No. of points:</b>
Student's activity during lectures	10	oral examination	30
practical classes/tests	40	written examination	
Seminars/homework		.....	
Project	20		
Other			
<b>Grading system</b>			
<b>Grade</b>	<b>No. of points</b>	<b>Description</b>	
10	91-100	Excellent	
9	81-90	Exceptionally good	
8	71-80	Very good	
7	61-70	Good	
6	51-60	Passing	

5	...	Failing
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**(Table 5.2) Course unit description**