



# LITHUANIAN SPORTS UNIVERSITY

## STUDY MODULE PROGRAMME (SMP)

Module Code	S	191	B	012	Accredited until	2019	06	01	Renewal date
	Branch of Science		Progr.	Registr. №.					

Entitlement

Marketing of Leisure Services
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Prerequisites

Secondary education
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Course (module) Learning Outcomes

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
1	Leisure services marketing background knowledges	Case analysis (Case study), Debates, Discussion, Formal lecture, Gests lectures, Group work, Literature analysis, Literature review presentation, Team project	Examination, Group (team) project, Mid-term examination, Peer-assessment, Report
2	Analytical skills and structure;	Case analysis (Case study), Debates, Discussion, Library / information retrieval tasks, Scientific paper analysis, Team project	Case analysis (study), Group (team) project, Peer-assessment, Report
3	Decision-making and the application of skills;	Case analysis (Case study), Group work, Problem-solving sessions, Role play	Case analysis (study), Group (team) project, Peer-assessment, Problem-solving task, Self-assessment
4	Technical skills and teaching methodologies;	Application of special software packages , Individual project, Library / information retrieval tasks, Video footage	Group (team) project, Individual work, Peer-assessment, Self-assessment, Video footage
5	Communication competence	Debates, Discussion, Group work, Team project	Group (team) project, Oral presentation, Peer-assessment

Main aim

To introduce leisure marketing fundamentals and the right to form the basics and practical skills for further independent work.
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Summary

Leisure services marketing concept presentation; reveal of characteristics of leisure services; consumers' motivation to participate, and their behaviour; Segmentation and its significance; Analysis of the marketing mix: product, price, place, promotion, people, physical evidence, process. Competitive forces analysis. Research' importance and integration to the business. Pricing. Communication in Marketing: promotion complex analysis and application. The importance of identity, composition and value for branding. Importance of branding and its creation.
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Level of module

Level of programme		Subject group (under the regulation of the area)
Cycle	Type	
First	Bachelor	Bendrojo universitetinio lavinimo

Group under financial classification

Syllabus

№.	Sections and themes
1.	1. Leisure services marketing concept presentation; reveal of characteristics of leisure services; consumers' motivation to participate, and their behaviour; Segmentation and its significance
2.	2. Analysis of the marketing mix: product, price, place, promotion, people, physical evidence, process
3.	3. Competitive forces analysis
4.	4. Research' importance and integration to the business
5.	5. Communication in Marketing: promotion complex analysis and application.
6.	6. Reveal of the sponsorship phenomenon and its activities, the preparation of sponsorship package.

№.	Sections and themes
7.	7. The importance of identity, composition and value for branding.
8.	8. Marketing plan and marketing budget preparation analysis and application

Evaluation procedure of knowledge and abilities:

References

№.	Title	Edition in Lithuanian Sports University library		In Lithuanian Sports University bookstore	Number of ex. in the methodical cabinet of the depart.
		Pressmark	Number of exemplars		
1.	Dimensions of leisure for life :individuals and society	379.8 Di217	1	No	
2.	Leisure services management /Amy R. Hurd, Robert J. Barcelona, John T. Meldrum.	379.8 Hu-147	1	No	
3.	Leisure program planning and delivery /Ruth V. Russell, Lynn M. Jamieson	379.8 Ru-151	1	No	
4.	Marketing for hospitality and tourism /Philip Kotler, John T. Bowen, James C. Makens. Boston : Pearson, 2010.	338 Ko-501	1	No	
5.	Service management and marketing :custome management in service competition /Christian Grönroos. West Sussex : John Wiley and Sons, 2007	65 Gr557	1	No	

Additional literature

№.	Title
1.	Leisure and aging :theory and practice /ed. Heather J. Gibson, Jerome F. Singleton. Human kinetics, 2012.
2.	Sports and leisure management: tendencies and challenges :international scientific conference (2012 m. 6-7 december) /Lithuanian sports university. Lithuanian sports university, 2012.
3.	Human resource management for tourism, hospitality, and leisure :an international perspective /Tom Baum. London : Thomson, 2006.
4.	LEDU 2004 :International Conference on Leisure, Tourism and Sport-Education, Integration, Innovation : (18-20 March 2004, Cologne-Germany) /ed. by D. Stenbach, K. Petry, W. Tokarski. Köln, 2004.
5.	Advanced theory and practice in sport marketing /Eric C. Schwartz, Jason D. Hunter. Amsterdam : Elsevier, 2008.
6.	Handbook of sport marketing research /ed. by Nancy L. Lough, William A. Sutton. Morgantown, WV : Fitness Information Technology, 2012.

Coordinating lecturer

Position	Degree, surname, name	Schedule №.
Assistant	Jūratė Kuklytė	1370

Subdivision

Entitlement	Code
a	1007

### Study module teaching form №. 1

Semester	Mode of studies	Structure				Total hours	Credits
		Lectures	Pract.	Lab.	Ind. work		
A	S	D	13	13	0	104	5

Languages of instruction:

Lithuanian	L	English	E	Russian	R	French	F	German	G	Other	Oth.
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Plan of in-class hours

№. of Themes	Academic hours			№. of Themes	Academic hours		
	Lectures	P	L		Lectures	P	L

