

LITHUANIAN SPORTS UNIVERSITY

STUDY MODULE PROGRAMME (SMP)

Mo	dule Code	S	191	В	B 013		Accredited	2019	06	01	Renewa	l date					
		Branc	h of Scienc	cience Progr.		Registr. №.	istr. №. until		00	01							
	titlement																
	keting of Le	isure Ser	vices														
	erequisites																
	ondary educ																
	urse (modul										K .1 1						
<u>№</u> .	Learning C	Jutcomes		ē		ning Methods			Assessment Methods								
	Leisure sei	vices				Case study), De			Examination, Group (team) project, Mid-term								
1	marketing	backgrou	ind			mal lecture, Ge terature analys						mont					
	knowledge	s				tion, Team pro			examination, Peer-assessment, Report								
			Cas	-		Case study), De	·		^	alveie	(study), G	roun					
2	Analytical	skills an	a –	•	-	•	ion retrieval tas			•	, Peer-	loup					
-	structure;					analysis, Tean		sessm									
	.			F		······j,					(study), G	roup					
2	Decision-n	÷	nd Cas	e analysis	s ((Case study), Gr	oup work,			•	, Peer-						
3	the applica	tion of				g sessions, Rol					roblem-sol	ving					
	skills;								task, Self-assessment								
	Technical	akilla and		lication	sf c	special software	Gr	Group (team) project,									
4	teaching	skills alk	11			ect, Library / in		Individual work, Peer-									
-	methodolo	vies.						assessment, Self-assessment,									
										Video footage							
5	Communic competence		Det	ates, Dis	cus	ssion, Group w		Group (team) project, Oral presentation, Peer-assessment									
Ma	tin aim	C						pr	senta		1 001-055055	ment					
		sure mar	keting fun	lamental	s ai	nd the right to t	form the basics	and prac	ctical	skills	for further						
	pendent wo		lieting run	aumomu	<i>,</i>	ind the right to r		una pra	otioui	511115	ior rurtifer						
	mmary																
-		marketii	ng mix ap	lication.	Pro	omotion and ad	lvertising strate	gies, ana	alysis	and p	lanning;						
							portance, imple					map					
drav	ving; adverti	sing con	nmunicatio	n develo	pm	ent, promotion	and media pla	n prepar	ation;	spons	sorship pac	kage					
prep	aration. Ma	rketing p	lan and m	arketing l	oud	lget for the prej	paration of job	analysis	and a	pplica	ation.						
Le	vel of modu																
	Level of	program	ne			Subject or	oup (under the	regulatio	n of t	he are	·a)						
Cyc	le 7	Гуре				, e	I `	regulatio	n or t	ne are							
First		Bachelor			oι	universitetinio	avinimo										
Gre	oup under fi	nancial c	lassificati	on													
	llabus																
Group under financial classification Syllabus No. Sections and themes Responsible lecturer												turer					
1.				ix applic	atio	on.Promotion a	nd advertising	strategie			kt. Diana						
<u> </u>	analysis a	ia planni	ng;							Koms							
2.	Planning p	ossibiliti	les of idea	impleme	nta	tion				535 le Koms	kt. Diana kienė						
3.	Importanc	e of posi	tioning, its	impleme	enta	ation and draw	ing of perceptu	al map ;		535 le Komsl	kt. Diana						
									1	NOTITS	VICHC						

№.	Sections and themes	Responsible lecturer			
4.	Advertising communication development: scenarios, audio, video clips, facebook	635 lekt. Diana			
	profile.	Komskienė			
5.	Promotion means' plan and budget preparation	635 lekt. Diana			
5.	Fromotion means plan and budget preparation	Komskienė			
6	Madia alan and hudaat annaatian	635 lekt. Diana			
6.	Media plan and budget preparation	Komskienė			
7.	Sacarahia acabaaa ayaa ayatiga	635 lekt. Diana			
1.	Sponsorship package preparation	Komskienė			
0	Marketing alon and marketing budget, grangestion, analysis and application	635 lekt. Diana			
8.	Marketing plan and marketing budget, preparation, analysis and application	Komskienė			
0	Desservices Effectiveness of the communication	635 lekt. Diana			
9.	Researches. Effectiveness of the communication	Komskienė			

Evaluation procedure of knowledge and abilities:

References

NC1	lefences											
				Lithuanian versity library	In Lithuanian	Number of ex. in the						
№.		Title	Pressmark	Number of exemplars	Sports University bookstore	methodical cabinet of the depart.						
1.	society											
2.	Robert J. Barcelo	sure services management /Amy R. Hurd, 379.8 Hu- bert J. Barcelona, John T. Meldrum. 147 1 No										
3.	Leisure pragram planning and delivery /Ruth V. 379.8 Ru- Russell, Lynn M. Jamieson 151 1 No											
4.	Marketing for hospitality and tourism /Philip Kotler, John T. Bowen, James C. Makens. Boston : Pearson, 2010.338 Ko- 5011No											
5.	Service management and marketing :custome management in service competition /Christian Grönroos. West Sussex : John Wiley and Sons, 2007											
Ad	ditional literature			•								
<u>№</u> .	Title											
1.	Leisure and aging	g :theory and practice /ed. Heath	er J. Gibson,	Jerome F. Sin	gleton. Human kine	tics, 2012.						
2.		e management: tendencies and cl anian sports university. Lithuani			entific conference (2	2012 m. 6-7						
3.	Human resource Baum. London : '	management for tourism, hospita Thomson, 2006.	ality, and leis	ure :an interna	tional perspective /	Гот						
4.		rnational Conference on Leisure 04, Cologne-Germany) /ed. by D										
5.	Advanced theory Elsevier, 2008.	and practice in sport marketing	/Eric C. Schv	vartz, Jason D	. Hunter. Amsterdar	n :						
6.	Handbook of sport marketing research /ed, by Nancy L. Lough William A. Sutton, Morgantown, WV											
Co	ordinating lecturer											
	Position	Degree, surnam			Schedule M	<u>ü</u> .						
	Lecturer	Diana Koms	kienė		635							
Sul	odivision											
		Entitlemer	nt			Code						
		a				1007						

Study module teaching form №. 1

Semester				Structure																
		Mode of	Leo	Lectures		ct.	I	Lab.		Ind. work		T	Total hours				Credits			
A S		Γ)			13		3		0 104		04		130				5		
Languages of ins	truction	n:																		
Lithuanian L	Er	nglish E	R	ussian	R	French			F			Germ			an G			С)the	r Oth.
Plan of in-class hours																				
№. of Theme	G	Aca			№. of Themes								A	Aca	dem	nic l	ic hours			
J. OI THEIR	5	Lectur	L		J1≌. C	v₂. Of Themes							Lectures				Р	L		
		Total: 0 0							0											
Schedule of indiv	vidual v	vork tasks a	nd thei	ir influe	ence c	n final	grad	le												
	<u>№</u> .	of syllabus		Influe	nce oi %	n grade	grade, Week of presentment of task (*) and (0)						d reporting							
		5	hours	nours			123		4567891			10	11 12 13 14			15	16	17-20		
Group (team) proj	ect 2, 3	3, 4, 5, 6, 7, 8	48		25		* *	* *	* *	* *	*:	* *	*	*		*	*	*	*	0
Individual Homework		9	6		10		*	:									0			
Oral presentation	2, 3	3, 4, 5, 6, 7, 8	25		15			*	* *	* *	*:	* *	*	*	*	*	*	*	*	0
Exam		4, 7,8	25		50							*	*	*	*	*	*	*	*	0
Tota	1:	-	104		100															
							_													

Study module teaching form №. 2

		Mode of studies						Struct	ure					Credits				
Semester								ctures	tures Pract.		ıb.	Ind. work	Total ho			ours		
A S					N	1			6	7	0		117		130		5	
Languages of instruction:																		
Lithuani	Lithuanian L		Eng	glish	Е	E Russian		R	F	French	F		Gerr	nan	an G		Other	Oth.
Plan of in-class hours																		
Ma	¢ 11	hemes		Academic hours						№. of Themes					Academic hours			
JN <u>0</u> . ()1 11	liemes		L	ectures P			L		JNº. 01 1	. of Themes				Lectu	ires	Р	L
											Total:				0		0	0
Schedule of individual work tasks and their influence on final grade																		
	Total L							da 0/	W	eek of p	orese	entn	nent of	f tasl	k (*) a	and rep	oorting ((0)
	JNº.	2. of syllabus hours Influence on grade, $\%$ 1234567891011						12	13	14 15	16 17	7-20						
Total:		-		0			0											