



LITHUANIAN SPORTS UNIVERSITY

STUDY MODULE PROGRAMME (SMP)

Module Code	S	191	B	013	Accredited until	2019	06	01	Renewal date		
	Branch of Science		Progr.	Registr. №.							

Entitlement

Marketing of Leisure Services

Prerequisites

Secondary education

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.

Summary

Leisure services marketing mix application. Promotion and advertising strategies, analysis and planning; planning ideas' implementation; Reveal of positioning and importance, implementation through perceptual map drawing; advertising communication development, promotion and media plan preparation; sponsorship package preparation. Marketing plan and marketing budget for the preparation of job analysis and application.

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	Responsible lecturer
1.	Leisure services marketing mix application.Promotion and advertising strategies, analysis and planning;	635 lekt. Diana Komskienė
2.	Planning possibilities of idea implementation	635 lekt. Diana Komskienė
3.	Importance of positioning, its implementation and drawing of perceptual map ;	635 lekt. Diana Komskienė

№.	Sections and themes	Responsible lecturer
4.	Advertising communication development: scenarios, audio, video clips, facebook profile.	635 lekt. Diana Komskienė
5.	Promotion means' plan and budget preparation	635 lekt. Diana Komskienė
6.	Media plan and budget preparation	635 lekt. Diana Komskienė
7.	Sponsorship package preparation	635 lekt. Diana Komskienė
8.	Marketing plan and marketing budget , preparation, analysis and application	635 lekt. Diana Komskienė
9.	Researches. Effectiveness of the communication	635 lekt. Diana Komskienė

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 №.
Lecturer	Diana Komskienė	635

Subdivision

Entitlement	Code
a	1007

