Wyższa Szkoła Turystyki i Ekologii
ul. Zamkowa 1
34-200 Sucha Beskidzka

COURSE DESCRIPTION SHEET

PROMOCJA W TURYSTYCE I REKREACJI

Programme: Tourism and Leisure		Course ID:
Profile: practical		
Major: general	**Level of studies:** First degree (bachelor's)	**Year:** II **Semester:** 2
Type of classes: lecture, practical classes/exercises	**Number of hours per semester:** Full-time studies:**10/10** Part-time studies: **6/6**	**ECTS**: 2

COURSE GUIDE
Applicable in the academic year 2025/2026

STUDENT WORKLOAD

Type of activity	**Average number of hours required to complete the activities**	
	Full-time studies	**Part-time studies**
Total number of hours with direct participation of the instructor	23	14
Hours conducted in class	20	12
Including those using distance learning methods and technologies	-	-
Consultations	3	1
Examinations and assessments during the exam session	2	1
Independent student work	27	36
Total workload	**∑50**	

COURSE OBJECTIVES

C1. To familiarise students with fundamentals of promotion theory, promotional instruments used in tourism, appropriate methods of selecting them, and principles for choosing promotional channels.
C2. To introduce students to core organisational solutions for tourism information systems and networks at city, municipal, regional and national levels.
C3. To develop students' ability to use basic promotional methods and techniques operating in the tourism market.
C4. To equip students with the skills to design and create promotional campaigns for tourism enterprises.
C5. To raise students' awareness of the role of marketing communication in achieving the objectives of enterprises and other entities operating in the tourism sector.

PREREQUISITES

1. Prior knowledge of the fundamentals of marketing and psychology gained in earlier semesters.
2. Ability to use diverse information sources.
3. Familiarity with basic computer software.
4. Ability to collaborate and work effectively in teams.

LEARNING OUTCOMES

KNOWLEDGE (W)

EU 1 The student defines key concepts in promotion and identifies promotional instruments. EU 2 The student identifies basic organisational solutions for tourism information systems at city, regional and national levels.
SKILLS (U)
EU 3 The student possesses foundational skills in constructing tools for advertising, public relations, sales promotion, and the organisation of stands at tourism exhibitions and trade fairs. EU 4 The student is able to obtain information necessary for planning and conducting promotional activities and to use it appropriately.
COMPETENCES (K)
EU 5 The student recognises the importance of marketing communication for achieving organisational objectives in the tourism sector, thinks and acts in an entrepreneurial manner, conducts market analysis to identify opportunities and threats, and can adapt the promotional mix to changing market conditions.

COURSE CONTENT

Type of class – LECTURES Detailed description of thematic blocks		**Number of hours**	
		Full-time studies	**Part-time studies**
L 1-10	1-2. Promotion in marketing theory – ATL and BTL promotional instruments. Concepts and definitions; features and scope of communication. Promotion versus marketing communication. 3. Brand – attributes, benefits, associations, image, reputation. 4. Advertising – definitions, objectives, forms and metrics. Press, outdoor, ambient and other non-internet formats (online advertising is covered in a separate course). 5. Public Relations – definitions, objectives and functions. Principles of preparing press releases and publications; CSR in promotion. 6. Sales promotion – definitions, objectives and functions; forms tailored to specific tourism services. 7. Direct sales. Negotiation techniques in direct selling. 8. Merchandising in tourism services. 9. Tourism trade fairs worldwide. Principles of organising fairs and exchanges. Preparing an exhibitor for a tourism fair; exhibitor's operational plan. Sellers vs buyers – differences in expectations; consumer versus trade fairs. 10. Destination promotion (country, city, region). Principles for designing promotional programmes for cities and regions.	**10**	**6**
Total		**10**	**6**

Type of class – PRACTICAL CLASSES / EXERCISES Detailed description of thematic blocks	**Number of hours**	
	Full-time studies	**Part-time studies**

PC/E 1-10	1. The communication process – constructing a promotional message for selected products. 2-3. Visual Identity Systems. Brand book. Principles of logo and slogan design. 4-5. Creating advertisements. Writing headlines and slogans. Composition and colour in advertising. Preparing brochures, catalogues and leaflets. Drafting press releases. 6. The marketing brief – definition, characteristics and distinctions. 7. Promotion within the firm's marketing plan. Designing a promotional campaign. Campaign analysis based on student projects. 8-9 Planning and measuring promotional effectiveness. Metrics. Marketing communication strategies. Media planning. 10. Tourism information in Poland – national and local tourism information (TI) networks. Organisational solutions, scope and forms of activity. Service providers and their role in the TI system. IT systems supporting tourism information. Certification of TI in Poland.	**10**	**6**
Total		**10**	**6**

TEACHING TOOLS

1. Lecture with presentations
2. Exercises using multimedia techniques (films, software tools), printed promotional materials, case studies, and a written assignment

ASSESSMENT METHODS AND TECHNIQUES (F – Formative, P – Summative)

F1. Assessment of preparation for auditorium exercises.
F2. Assessment of teamwork skills and presentation (reporting) quality.*
F3. Assessment of developed projects.
P1. Assessment of mastery of lecture content – written examination.

COURSE COMPLETION REQUIREMENTS

A positive grade in the written examination.

BIBLIOGRAPHY

BASIC LITERATURE

1. Kruczek Z., Walas B., *Promocja i informacja turystyczna*, Proksenia, Kraków 2010.
2. Pańczyk M., *Organizacja i prowadzenie kampanii reklamowej*, wyd. eMPi2 M. Pietraszewskiego, Poznań 2017.
3. Pawlicz A., *Promocja produktu turystycznego: turystyka miejska*, Difin, Warszawa 2008.

SUPPLEMENTARY LITERATURE

1. Pogorzelski J., *Marka na cztery sposoby*, Wolters Kluwer, red. naukowa: A. Panasiuk, *Marketing w turystyce i rekreacji*, Wydawnictwo Naukowe PWN, 2013.
2. Szromek A., *Instrumenty promocji produktu turystycznego i ich rola w promowaniu aktywności turystycznej*, „Rozprawy Naukowe" Akademii Wychowania Fizycznego we Wrocławiu, 2014, 45, 119 -129, pdf.

INFORMATION ABOUT THE ACADEMIC TEACHERS

Course instructor (name, surname, e-mail address)

……..e-mail:……

COURSE IMPLEMENTATION MATRIX

Learning outcome for the course	Reference to programme learning outcomes	Course objectives	Course content	Teaching tools	Assessment methods
EU1	K_W01	C1	L	1	P1
EU2	K_W01, K_W07	C2	L, PC/E	1,2	P1
EU3	K_U02, K_U10	C3, C4	L, PC/E	1,2	P1
EU4	K_U02, K_K02	C3, C4, C5	L, PC/E	1,2	P1
EU5	K_K02, K_K05	C3, C4, C5	L, PC/E	1,2	P1

STUDENT ASSESSMENT CRITERIA

LEARNING OUTCOME 1 (W)	
For grade 2	1. The student does not know basic promotion definitions or promotional instruments.
For grade 3	1. The student demonstrates a satisfactory knowledge of promotion definitions and promotional instruments.
For grade 4	1. The student demonstrates a good knowledge of promotion definitions and promotional instruments.
For grade 5	1. The student demonstrates an excellent knowledge of promotion definitions and promotional instruments.
LEARNING OUTCOME 2 (W)	
For grade 2	2. The student does not know basic organisational solutions for tourism information systems or networks at city, municipal, regional or national levels.
For grade 3	2. The student has a satisfactory knowledge of basic organisational solutions for tourism information systems or networks at city, municipal, regional or national levels.
For grade 4	2. The student has a good knowledge of basic organisational solutions for tourism information systems or networks at city, municipal, regional or national levels.
For grade 5	2. The student has a very good knowledge of basic organisational solutions for tourism information systems or networks at city, municipal, regional or national levels.
LEARNING OUTCOME 3 (U)	
For grade 2	3. The student lacks skills in the fundamentals of constructing tools for advertising, PR, sales promotion, and organising stands at tourism exhibitions and fairs.
For grade 3	3. The student demonstrates satisfactory foundational skills in the fundamentals of constructing tools for advertising, PR, sales promotion, and organising stands at tourism exhibitions and fairs.
For grade 4	3. The student demonstrates good foundational skills in the fundamentals of constructing tools for advertising, PR, sales promotion, and organising stands at tourism exhibitions and fairs.
For grade 5	3. The student demonstrates very good foundational skills in the fundamentals of constructing tools for advertising, PR, sales promotion, and organising stands at tourism exhibitions and fairs.
LEARNING OUTCOME 4 (U)	
For grade 2	4. The student cannot obtain information necessary for planning and conducting promotional activities or use it appropriately.
For grade 3	4. The student can, at a satisfactory level, obtain information necessary for planning and conducting promotional activities or use it appropriately.
For grade 4	4. The student can, at a good level, obtain information necessary for planning and conducting promotional activities or use it appropriately.
For grade 5	4. The student can, at a very good level, obtain information necessary for planning and conducting promotional activities or use it appropriately.
LEARNING OUTCOME 5 (K)	
For grade 2	5. The student does not recognise the role of marketing communication in achieving organisational goals in tourism, cannot think and act entrepreneurially, does not conduct market analysis or identify opportunities and threats, and cannot adapt the promotional mix to changing market conditions.
For grade	5. The student shows a satisfactory awareness of the role of marketing communication in

3	achieving organisational goals in tourism; conducts market analysis and perceives opportunities and threats, but is unable to adapt the promotional mix to changing market conditions.
For grade 4	5. The student shows good awareness of the role of marketing communication in achieving organisational goals in tourism; has problems with thinking and acting in the entrepreneurial way; undertakes market analysis and perceives opportunities and threats, but has difficulty adapting the promotional mix to changing market conditions.
For grade 5	5. The student demonstrates a very good awareness of the role of marketing communication in achieving organisational goals in tourism; thinks and acts entrepreneurially, conducts market analysis identifying opportunities and threats, and adapts the promotional mix to changing market conditions

METHOD OF LEARNING OUTCOME VERIFICATION

Assessment of:	**Percentage distribution of assessment:**
Knowledge (W)	**35%** of total course grade
Skills (U)	**40%** of total course grade
Social competences (K)	**25%** of total course grade

GRADING SCALE:

Insufficient (2.0)	Below 50% of the maximum score for the intended learning outcomes.
Satisfactory (3.0)	From 50% to 60% of the maximum score for the intended learning outcomes.
Satisfactory plus (3.5)	From 60% to 70% of the maximum score for the intended learning outcomes.
Good (4.0)	Above 70% to 80% of the maximum score for the intended learning outcomes.
Good plus (4,5)	Above 80% to 90% of the maximum score for the intended learning outcomes.
Very good (5,0)	Above 90% to 100% of the maximum score for the intended learning outcomes.

Person responsible for the course description sheet

APPROVAL OF THE COURSE DESCRIPTION SHEET FOR IMPLEMENTATION

……
(place, date) (course coordinator) (dean)