

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                                   |                                                          |                                         |                                     |         |                                                                                                                                                |     |
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| Subject name and code                       | Leisure Marketing, PG_00177894                                                                                                                                                                                                                                                                                                                                    |                                                          |                                         |                                     |         |                                                                                                                                                |     |
| Field of study                              | Management                                                                                                                                                                                                                                                                                                                                                        |                                                          |                                         |                                     |         |                                                                                                                                                |     |
| Date of commencement of studies             | October 2025                                                                                                                                                                                                                                                                                                                                                      |                                                          | Academic year of realisation of subject |                                     |         | 2026/2027                                                                                                                                      |     |
| Education level                             | Master's studies                                                                                                                                                                                                                                                                                                                                                  |                                                          | Subject group                           |                                     |         | Obligatory subject group in the field of study<br>Optional subject group<br>Subject group related to scientific research in the field of study |     |
| Mode of study                               | full-time studies                                                                                                                                                                                                                                                                                                                                                 |                                                          | Mode of delivery                        |                                     |         | at the university                                                                                                                              |     |
| Year of study                               | 2                                                                                                                                                                                                                                                                                                                                                                 |                                                          | Language of instruction                 |                                     |         | Polish                                                                                                                                         |     |
| Semester of study                           | 4                                                                                                                                                                                                                                                                                                                                                                 |                                                          | ECTS credits                            |                                     |         | 5.0                                                                                                                                            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                                                                                          |                                                          | Assessment form                         |                                     |         | credit                                                                                                                                         |     |
| Conducting unit                             | Department of Marketing -> Faculty of Management -> Rector                                                                                                                                                                                                                                                                                                        |                                                          |                                         |                                     |         |                                                                                                                                                |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                                                                |                                                          | dr Urszula Kęprowska                    |                                     |         |                                                                                                                                                |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                                                                          |                                                          |                                         |                                     |         |                                                                                                                                                |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                                                                                       | Lecture                                                  | Tutorial                                | Laboratory                          | Project | Seminar                                                                                                                                        | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                                             | 15.0                                                     | 45.0                                    | 0.0                                 | 0.0     | 0.0                                                                                                                                            | 60  |
|                                             | E-learning hours included: 0.0                                                                                                                                                                                                                                                                                                                                    |                                                          |                                         |                                     |         |                                                                                                                                                |     |
| Learning activity and number of study hours | Learning activity                                                                                                                                                                                                                                                                                                                                                 | Participation in didactic classes included in study plan |                                         | Participation in consultation hours |         | Self-study                                                                                                                                     | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                                             | 60                                                       |                                         | 4.0                                 |         | 61.0                                                                                                                                           | 125 |
| Subject objectives                          | The aim of the course is to familiarise students with the principles and tools of marketing used in the leisure sector, including tourism, recreation, sport, culture and entertainment. Students will learn to analyse consumer needs, design value propositions and plan promotional activities tailored to the specific nature of the leisure services market. |                                                          |                                         |                                     |         |                                                                                                                                                |     |

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| Learning outcomes               | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Subject outcome                                                                                                                                                                                                                                                                                                                                                                                                 | Method of verification                                                                  |
|                                 | [ZARZMU2_W06] The student possesses a thorough understanding of the principles of rational decision-making related to individual resources, functional areas within the organization, processes, and management levels. This understanding is based on a well-structured and theory-supported foundation in management, quality sciences, economics, and finance.                                                                                                                                                                                                                                                                                                                                                                                | The student has an in-depth knowledge and understanding of the principles of rational decision-making in relation to resources, functional areas, processes and management levels, and is able to compare and evaluate them, based on structured and theoretically based knowledge in the field of management science, quality, economics and finance.                                                          | [SW4] test/exam - oral or written                                                       |
|                                 | [ZARZMU2_W03] The student possesses a deep understanding of the relationship between the organization and its stakeholders. They are also aware of the complex phenomena and processes that occur in the organization's environment, including their variability and impact on the organization's functioning.                                                                                                                                                                                                                                                                                                                                                                                                                                   | The student recognizes and describes the relationships between the organization and its stakeholders, indicating their importance for the functioning of the organization. Identifies phenomena and processes in the organization's environment and interprets their impact on its activities                                                                                                                   | [SW4] test/exam - oral or written                                                       |
|                                 | [ZARZMU2_U01] Students can analyze and creatively interpret complex social and economic processes in business decision-making. They use structured knowledge and tools from management, quality sciences, economics, and finance.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | The student develops and analyses complex socio-economic processes and phenomena, creatively interprets them in the context of making business decisions, selects and applies appropriate knowledge and tools in the field of management and quality sciences, as well as economics and finance.                                                                                                                | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report |
|                                 | [ZARZMU2_U06] Students can utilize and integrate structured, detailed knowledge of management, quality sciences, economics, and finance to address dilemmas and formulate solutions, including innovative ones, to complex or atypical management problems that arise in professional settings.                                                                                                                                                                                                                                                                                                                                                                                                                                                  | The student develops, analyses and interprets complex or unusual management problems arising in professional work; selects and applies structured, detailed knowledge in the field of management and quality sciences as well as economics and finance in order to resolve dilemmas and create solutions, including innovative ones.                                                                            | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report |
| Subject contents                | <p>Lecture content:</p> <ol style="list-style-type: none"> <li>1. Introduction to leisure marketing.</li> <li>2. Consumer behavior of leisure services.</li> <li>3. Creating an offer in the leisure sector.</li> <li>4. Marketing communication of leisure services.</li> <li>5. Customer experience, sensory marketing, emotion and immersion marketing.</li> <li>6. Sustainability and ethics in leisure marketing.</li> <li>7. New technologies and trends in leisure marketing.</li> </ol> <p>Exercise content:</p> <p>Preparation and development of a comprehensive marketing campaign for a selected segment of the leisure services market, using tools of trend analysis, persona creation, storytelling and visual communication.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                         |
| Prerequisites and co-requisites |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                         |
| Assessment methods and criteria | Subject passing criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                               | Percentage of the final grade                                                           |
|                                 | written exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                           | 50.0%                                                                                   |
|                                 | semester project                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                           | 50.0%                                                                                   |
| Recommended reading             | Basic literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <ol style="list-style-type: none"> <li>1. P. Kotler, H. Kartajaya, I. Setiawan Marketing 6.0. Przyszłość jest immersyjna. MT Biznes, 2024.</li> <li>2. M. Jaworowicz, P. Jaworowicz, Event marketing w zintegrowanej komunikacji marketingowej, Difin, 2026.</li> <li>3. Celuch K., Zarządzanie organizacjami convention bureaus. Organizacja, marketing, relacje, Wydawnictwo Adam Marszałek, 2022.</li> </ol> |                                                                                         |
|                                 | Supplementary literature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <ol style="list-style-type: none"> <li>1. L. Delińska, Rynek imprez biegowych: uczestnicy-doświadczenia-technologia, Wydawnictwo Uniwersytetu Gdańskiego, 2024.</li> </ol>                                                                                                                                                                                                                                      |                                                                                         |

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|                                                                | eResources addresses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <p>Basic</p> <p><a href="https://czasopisma.uni.lodz.pl/tourism/article/view/5081/4784">https://czasopisma.uni.lodz.pl/tourism/article/view/5081/4784</a> - MULTISENSORIAL LANDSCAPE AS AN INSPIRATION IN CREATING A TOURIST PRODUCT</p> <p><a href="https://ruj.uj.edu.pl/entities/publication/f3998ea0-71ee-471c-8588-6ea7e9e97094">https://ruj.uj.edu.pl/entities/publication/f3998ea0-71ee-471c-8588-6ea7e9e97094</a> - How can cultural tourism effectively support contemporary educational and upbringing processes?</p> |
| Example issues/<br>example questions/<br>tasks being completed | <p>What factors influence consumers decisions about what to do with their free time, and how can marketers use them effectively? How are new technologies, such as social media and mobile applications, changing marketing strategies in the leisure sector? What is the importance of consumer emotions and experiences for brands and organizations involved in leisure marketing? How can leisure marketing be used to promote healthy lifestyles and sustainable tourism? What strategies can effectively increase customer engagement and loyalty to brands offering leisure-related products and services? What are the greatest challenges and opportunities for leisure marketing in an era of digitalization and demographic change?</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

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