

Subject card

Subject name and code	Leisure Marketing, PG_00178806						
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 Optional subject group Subject group related to scientific research in the field of study		
Mode of study	part-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	8.0	24.0	0.0	0.0	0.0	32
	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	32		2.0		91.0	125
Subject objectives	The aim of the course is to familiarize students with the principles and tools of marketing used in the leisure sector, including tourism, recreation, sports, culture and entertainment. Students will learn to analyze consumer needs, design value offers and plan promotional activities adapted to the specifics of the leisure market.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 [SU2] presentation/project/paper/report
	[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 [SU2] presentation/project/paper/report
	[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 significance 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
Subject contents	Lecture content: 1. Introduction to leisure marketing. 2. Consumer behavior of leisure services. 3. Creating an offer in the leisure sector. 4. Marketing communication of leisure services. 5. Customer experience, sensory marketing, emotion and immersion marketing. 6. Sustainability and ethics in leisure marketing. 7. New technologies and trends in leisure marketing. Exercise content: 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.		
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	1. P. Kotler, H. Kartajaya, I. Setiawan Marketing 6.0. Przyszłość jest immersyjna. MT Biznes, 2024. 2. M. Jaworowicz, P. Jaworowicz, Event marketing w zintegrowanej komunikacji marketingowej, Difin, 2026. 3. Celuch K., Zarządzanie organizacjami convention bureaus. Organizacja, marketing, relacje, Wydawnictwo Adam Marszałek, 2022.	
	Supplementary literature	L. Delińska, Rynek imprez biegowych: uczestnicy-doświadczenia-technologia, Wydawnictwo Uniwersytetu Gdańskiego, 2024	
	eResources addresses	Basic https://ruj.uj.edu.pl/entities/publication/f3998ea0-71ee-471c-8588-6ea7e97094 - How can cultural tourism effectively support contemporary educational and upbringing processes? https://czasopisma.uni.lodz.pl/tourism/article/view/5081/4784 - MULTISENSORIAL LANDSCAPE AS AN INSPIRATION IN CREATING A TOURIST PRODUCT	
Example issues/ example questions/ tasks being completed	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?		

Work placement	Not applicable
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