

Course Name: REC218 Marketing Recreation and Leisure
Credit Value: 5
Prerequisite Course: None

Course Description

Students will learn the fundamentals of the marketing function as it applies to the delivery of recreation programs and services. Course themes will include marketing concept, marketing mix, marketing strategy, and marketing problems. Emphasis will be placed on developing a marketing portfolio for recreation opportunities.

PLAR Information

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Course Learning Outcomes

Upon completion of this course, the student will have reliably demonstrated the ability to:

1. **State marketing terms, principles and concepts.**
 - 1.1 Define the term marketing.
 - 1.2 Explain the principles and concepts of marketing.
 - 1.3 Differentiate between a marketing mind set and a recreation marketing mind set.
 - 1.4 Explain the exchange-market relationship as it applies to marketing recreation programs and services.
2. **Describe the elements of the marketing process.**
 - 2.1 Compare the value of target marketing to mass marketing.
 - 2.2 Describe elements of the marketing mix.
 - 2.3 Explain marketing strategy and its importance to the marketing process.
 - 2.4 Distinguish between a marketing strategy and a marketing plan.
 - 2.5 Explain the meaning of market segmentation.
3. **Explain recreation marketing strategies and techniques.**
 - 3.1 Identify various recreation marketing strategies.
 - 3.2 Describe pricing strategies related to recreation marketing.
 - 3.3 Describe techniques for effective marketing.
- 3.4 Develop a recreation marketing strategy.
- 3.5 Apply merchandising techniques.
4. **Evaluate recreation marketing trends.**
 - 4.1 Review demographic studies, trends, and issues and identify their impact.
 - 4.2 Describe potential target markets.
 - 4.3 Explain the concept of psychographics.
 - 4.4 Research future marketing opportunities related to recreation.
5. **Analyze the process to develop a marketing portfolio.**
 - 5.1 Describe the elements to be included in a marketing portfolio.
 - 5.2 Develop a marketing portfolio for a recreation opportunity.
6. **Apply the principles of marketing to the promotion of the benefits of recreation programs, social events, services, and facilities.**
 - 6.1 Contribute to the development of an overall marketing plan.
 - 6.2 Identify and assess potential markets for programs, special events, services, and facilities.
 - 6.3 Identify and use appropriate resources for successful marketing.
 - 6.4 Conduct and analyze basic market research.
 - 6.5 Promote recreation services using an appropriate marketing approach.
 - 6.6 Assist in the development of a marketing plan with a customer service orientation.
 - 6.7 Apply strategies for effective publicity and public relations for a variety of target audiences.
 - 6.8 Develop and use a variety of paper-based and electronic media resources.
 - 6.9 Develop partnerships with government departments, recreation organizations and other agencies that promote or offer assistance with marketing the benefits of recreation.
 - 6.10 Explain how to develop effective relationships with local media.

Evaluation Strategy

Grading System

A+ Honours	90-100%						
A+	85-89%	B+	75-79%	C+	65-69%	D+	55-59%
A	80-84%	B	70-74%	C	60-64%	D	50-54%
						R	Repeat
						S	Successful
						I	Incomplete
						U	Unsatisfactory

*For a complete detailed description please refer to the *Academic Calendar*.

Student Success

(Dial 5185 for Campus Life or 5301 for the Aboriginal Learning Unit)

Canadore is committed to Student Success and offers CONFIDENTIAL services to help you in your studies.

- Counselling helps with academic, career and personal/crisis issues.
- AccessAbility Services will accommodate you if you have physical, mobility, visual, auditory, medical and/or learning disabilities.
- Health Centre provides services to you in case of illness.
- Career Services offers career advice, resume and interviewing workshops.

Waiver of Responsibility

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