**Hospitality Marketing**

**TS2 (90 Hours)**

**Course Description:**

This course guides students down the intriguing, discovery-laden road to learning marketing. Its main goal is to help students master the basic concepts and practices of modern hospitality marketing in an enjoyable and practical way. Achieving this goal involves a constant search for the best balance among the “three pillars” that support the course: theories and concepts, practices and applications, and pedagogy. The hospitality and travel industry are undergoing rapid changes. The applications students learn today may not apply five years from now. Thus, it is important that they have an understanding of the marketing concepts. This will allow them to analyze future situations and make the proper decisions.

**Learning Outcomes:**

At the end of this course, student should be able to:

* Understand the relationships between the world’s hospitality and travel industry.
* Define marketing and outline the steps in the marketing process.
* Describe a service culture.
* Describe the macro/micro-environmental forces that affect the company’s ability to serve its customers.
* Define the major steps on designing a customer-driven marketing strategy; market segmentation, targeting and positioning.
* Define the term product, including the core, facilitating, supporting, and augmented product.
* Understand why internal marketing is an important part of a marketing program.
* Outline the internal factors affecting pricing decisions, especially marketing objective, marketing mix strategy, costs, and organizational considerations.
* Understand the different marketing intermediaries available to the hospitality industry and the benefits each of these intermediaries’ offers.
* Discuss the process and advantages of integrated marketing communications in communicating customer value.
* Understand the different public relations activities: press relations, product publicity, corporate communications, lobbying, and counseling.
* Explain how sales promotion campaigns are developed and implemented.

**Topics to Cover:**

1. Introduction: Marketing for Hospitality and Tourism.
2. Service Characteristics of Hospitality and Tourism Marketing.
3. The Marketing Environment.
4. Market Segmentation, Targeting, and Positioning.
5. Designing and Managing Products.
6. Internal Marketing.
7. Pricing Products: Pricing Considerations, Approaches, and Strategy.
8. Distribution Channels.
9. Promoting Products: Communication and Promotion Policy and Advertising.
10. Promoting Products: Public Relations and Sales Promotion.