

Master Syllabus

HMT 2227 - Hospitality Marketing

Division: Business and Public Services

Department: Hospitality Management

Credit Hour Total: 2.0

Lecture Hrs: 2.0

Prerequisite(s): HMT 1105

Date Revised: March 2013

Course Description:

Organization of the marketing concepts in the hospitality and tourism industry, utilizing all aspects necessary to build a marketing plan.

General Education Outcomes:

- Oral Communication Competency
- Critical Thinking/Problem Solving Competency
- Information Literacy Competency

Course Outcomes:

Marketing plan

Develop a marketing plan for either a hospitality or tourism firm.

Assessment Method: Simulations

Performance Criteria:

Student will be able to apply the above outcome with an accuracy of 75% in the given term.

Consumers' perspective

Role-play consumers' perspective of the hospitality industry.

Assessment Method: Simulations

Performance Criteria:

Student will be able to apply the above outcome with an accuracy of 75% in the given term.

Key markets

Classify key markets for the hospitality industry.

Assessment Method: Simulations

Performance Criteria:

Student will be able to apply the above outcome with an accuracy of 75% in the given term.

Complexity of the hospitality industry

Describe the complexity of the hospitality industry.

Assessment Method: Simulations

Performance Criteria:

Student will be able to apply the above outcome with an accuracy of 75% in the given term.

Direct selling

Apply various methods of direct selling used in the hospitality industry.

Assessment Method: Locally developed exams

Performance Criteria:

Student will be able to apply the above outcome with an accuracy of 75% in the given term.

Outline:

Marketing products and hospitality services

Marketing research in hospitality

Marketing strategy, positioning, and objectives in hospitality

E-technology marketing in hospitality

Hospitality marketing plan

Advertising, sales promotion, merchandising, and pricing

Hospitality public relations, and publicity

Hospitality marketing management, evaluation and control