

## 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

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### 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