

COURSE OUTLINE **Hospitality Marketing**

Course Description

HM 258. Hospitality Marketing. 3 hours credit. This course will enable the student to analyze the fundamentals of marketing with a hospitality emphasis. The student will explore methods of identifying consumer needs, segmenting the various markets, and selecting the best strategy to reach the identified consumer.

Course Relevance

The concepts learned in this course will allow the student to enhance his/her ability to recognize the different facets of the hospitality and tourism industry and the impact each has on the local, state, national, and international economy. It will develop his/her ability to think analytically and critically in regard to human leisure time.

Required Materials

HM 258 Textbook:

Reid, R., & Bojanic, D. (2009). *Hospitality marketing management*. (5th ed.). Indianapolis, IN: John Wiley.

Learning Outcomes

The intention is for the student to be able to:

1. Describe the marketing mix of various hospitality operations
2. Identify different approaches current businesses are using in their marketing plans.
3. Explain how to evaluate quality customer service and customer satisfaction and its effect on profits.
4. Analyze consumer behavior and market segmentation/positioning of a hospitality business.

Primary Learning PACT skills that will be DEVELOPED and/or documented in this course

Through the student involvement in this course, he/she will develop his/her ability in the following primary PACT skill areas:

1. Critical Thinking
 - Through activities conducted in class and written assignments, the student will develop critical thinking and analytical skills
2. Ethical Conduct
 - Through activities conducted in class, the student will recognize and use skills acquired in his/her responsibility in serving customers, staff and management

Secondary Skills (developed but not documented)

- Self-concept
- Time Management
- Teamwork
- Valuing Diversity
- Leadership
- Problem Solving
- Reading
- Writing
- Listening
- Computer Literacy

Major Summative Assessment Tasks

These learning outcomes and primary Learning PACT skills will be demonstrated by:

1. Preparing a final project reporting service learning activities related to the hospitality industry
2. Preparing and delivering an individual project about marketing efforts used by a hospitality organization.

Course Content

- I. Themes – Key recurring concepts that run throughout the course:
 - A. Identification of marketing mix components
 - B. Recognition and understanding of the different types of marketing efforts found in the hospitality industry
 - C. Responsibilities of management for consistency and meeting the guest's expectations.
 - D. Setting of standards for marketing in different hospitality operations
 - E. Managing employees to meet marketing expectations of the product and its promotional affect on the business.
- II. Issues – Key issues that will be addressed in this course: areas of conflict that must be understood in order to achieve the intended outcome:
 - A. How to achieve a satisfied customer
 - B. How to reach the target market for the hospitality business and meet the organizational goals
 - C. Controlling the work behaviors of employees to achieve the marketing goals of the organization
 - D. Retaining standards on a consistent basis
- III. Concepts – Key concepts that must be understood to address the issues:
 - A. Identify different types of marketing functions..
 - B. Calculating costs and financial opportunities associated with marketing a hospitality organization effectively.
 - C. Identifying and setting standards for promotions and service through a marketing plan.
- IV. Skills / Competencies:

- A. Differentiate between the functions of marketing and service marketing
- B. Define the target hospitality consumer
- C. Discuss marketing planning and information
- D. Explain product service mix and distribution strategies
- E. Differentiate the elements of the promotion mix
- F. Discuss pricing strategies within menu designs

Learning Units:

- I. Marketing in Hospitality Industry
 - A. Functions of marketing
 - B. Service marketing
- II. Understanding and Targeting Hospitality Consumers
 - A. Behavior of hospitality consumers
 - B. Marketing segmentation and positioning
- III. Marketing Planning and Information
 - A. Developing a marketing plan
 - B. Information for marketing decisions
- IV. Product Service Mix and Distribution Strategies
 - A. Developing new products and services
 - B. Product service mix strategy
 - C. Distribution, Intermediaries, and electronic commerce
- V. Promotion Mix
 - A. Promotion and advertising
 - B. Advertising and media planning
 - C. Sales promotion, merchandising, and public relations
 - D. Personal selling
- VI. Pricing Strategy and Menu Design
 - A. Pricing strategies
 - B. Using menu design as a marketing tool

Learning Activities

Independent and collaborative learning activities will be assigned within and outside the classroom to assist the student to achieve the intended learning outcomes. Learning activities will be geared toward practices and analysis of managerial situations to understand the principles of food, beverage and labor cost control management in the hospitality industry. Field trips and guest speakers will allow the student to know what is required of managerial jobs in the hospitality industry. Student skills will be expressed by the use of computers, written assignments, examinations and oral presentations.

Grade Determination

The student will be graded on satisfactory completion of assessment tasks, learning activities, projects, and attendance, adequate participation and discussion.