

HIGHER HOTEL INSTITUTE CYPRUS

Module Description 2019/20



Module Title : Marketing Management

Module Code : CAMM 341

Programme of Study/Year of Study : Culinary Arts / Year 3

Group : CA III

Semester : Spring

Number of Hours Taught : 2 periods per week

ECTS : 3

Instructor: Constantinou Constantinos

Office Hours: Wednesday 15:00-18:00

Office Number: 228

Office Tel: 22404809

email: coconstantinou@hhic.mlsi.gov.cy

Pre-requisite(s) : None

Module Rationale

This module provides students with an understanding of important marketing concepts and principles as they apply to the hospitality industry enabling them to differentiate between product and service marketing. It gives the students the ability to market their own hospitality business with emphasis on food service outlets.

Aims

The module exposes students to consumer behaviour, various marketing tools and analyses, marketing planning, implementation and control and assists them in associating and applying these concepts to the various types of food service operations.

Intended Learning Outcomes

On successful completion of this module, students will be able to:

- Trace the evolution of marketing thought to its current focus on the needs and wants of consumers
- Identify distinctive aspects of service marketing industries in relation to the hospitality industry
- Develop a strategic marketing plan, which includes a mission statement, well defined objectives and specific strategies and tactics
- Analyse environmental threats and opportunities that affect the lodging industry.
- Analyse demand by segmenting markets.
- Implement strategic marketing plans.
- Develop effective marketing plans.
- Apply effectively the marketing mix

Delivery Methods:

Lectures, discussion, case studies, project assignments, coursework



Assessment:

Final Examination	30%
Mid Term	30%
Project assignment	40%

Module Requirements**Module Plan and Content**

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	29/01-04/02	Introduction: Marketing for Hospitality and Tourism	
2.	05/02-09/02	Introduction: Marketing for Hospitality and Tourism	
3.	12/02-16/02	Traditional Marketing Mix	
4.	20/02-23/02	Hospitality Marketing Mix	
5.	26/02-02/03	Service Characteristics of Hospitality and Tourism Marketing	
6.	05/03-09/03	Overcoming difficulties for marketing service products	
7.	12/03-16/03	The role of Marketing in Strategic Planning	
8.	19/03-23/03	The Marketing Environment	
9.	26/03-30/03	PESTEL Analysis	
10.	02/04-03/04 11/04-13/04	Consumer Market and Buying Behaviour	
11.	16/04-20/04	Consumer Market and Buying Behaviour	
12.	23/04-27/04	Project Presentations	
13.	30/04-04/05	Project Presentations	
14.	07/05-11/05	Revision	

Essential Reading

Kotler, P., Bowen, J., Makens, J., 2009. *Marketing for Hospitality and Tourism*. 5th ed. Prentice Hall

Additional Reading

Hayes K. David & Miller A. Allisha, (2011). *Revenue Management for the Hospitality Industry*, WILEY
 Reid, R. & Bojanic, D. 2010. *Hospitality Marketing Management*. 5th ed. New Jersey:Wiley

