



Module Structure

Module Title : Hospitality and Tourism Marketing

Module Code : HTPM141

Programme of Study/Year of Study : Hospitality and tourism management/1st Year

Group : HTMI

Semester : Spring

Number of Hours Taught : 2 per week

ECTS : 3

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Pre-requisite(s) : NONE

Module Rationale

Through this module students will be able to understand most of the marketing concepts as well as the difference between the product and service marketing.

Aims

This module aims to provide students with an understanding of the principles of Marketing. There will be a focus on the management of the marketing activities and how marketing relates to overall organisational functioning, including the management of exchange processes between business units and consumers and between firms. It will include topics such as environmental analysis, industry and competitor analysis, objective setting, marketing strategies, market mix components, and finally implementation and control mechanisms. Additionally, the course will provide opportunities for the practical implementation of the concepts covered and the development of problem solving skills.

Intended Learning Outcomes

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

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



6. Implement strategic marketing plans,
7. Develop effective marketing plans,
8. Apply effectively the marketing mix.
9. Identify service characteristics that affect the marketing of a hospitality or travel product.
10. Identify the major steps in designing a customer-driven marketing strategy: market segmentation, targeting, and positioning.
11. Analyse how changes in the demographic and economic environments affect marketing, and describe the levels of competition.
12. Identify the major trends in the firm's natural and technological environments.
13. Illustrate the concept of positioning for competitive advantage by offering specific examples.

Delivery Methods:

Lectures, Discussion, Coursework, Case Studies and Activities

Assessment:

Coursework/Case Studies	25%
Group Project and presentation	30%
Mid-Term Examination	15%
Final Written Examination	30%

Module Requirements

Refer to the students' manual for the module requirements

Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	28/01– 01/02	Introduction: Marketing for Hospitality and Tourism <ol style="list-style-type: none"> 1. Understand the relationships between the world's hospitality and travel industry. 2. Define marketing and outline the steps in the marketing process. 3. Explain the relationships between customer value and satisfaction. 	Chapter 1
2.	04/02-08/02	Introduction: Marketing for Hospitality and Tourism <ol style="list-style-type: none"> 1. Understand why the marketing concept calls for a customer orientation. 2. Understand the concept of the lifetime value of a customer and be able to relate it to customer loyalty and retention. Give out assignment guidelines	Chapter 1

Week	Dates	Topics to be Covered	Reference Chapter / Material
3.	11/02-15/02	Service Characteristics of Hospitality and Tourism Marketing <ol style="list-style-type: none"> 1. Describe a service culture. 2. Identify four service characteristics that affect the marketing of a hospitality or travel product. 3. Explain seven marketing strategies for service businesses 	Chapter 2
4.	18/02-22/02	Service Characteristics of Hospitality and Tourism Marketing <ol style="list-style-type: none"> 1. SWOT Analysis 2. PESTLE Analysis 	Chapter 2
5.	25/02-01/03	Strategic Planning in Marketing <ol style="list-style-type: none"> 1. Explain company-wide strategic planning. 2. Understand the concepts of stakeholders, processes, resources, and organisation as they relate to a high-performing business. 3. Explain the four planning activities of corporate strategic planning. 	Chapter 3
6.	04/03-08/03	Strategic Planning in Marketing <ol style="list-style-type: none"> 1. Understand the processes involved in defining a company's mission and setting goals and objectives. 2. Discuss how to design business portfolios and growth strategies. 3. Explain the steps involved in the business strategy planning process. 	Chapter 3
7.	12/03-15/03	The Marketing Environment <ol style="list-style-type: none"> 1. List and discuss the importance of the elements of the company's microenvironment, including the company, suppliers, marketing intermediaries, customers, and public. 2. Describe the macro-environmental forces that affect the company's ability to serve its customers. 3. Explain how changes in the demographic and economic environments affect marketing, and describe the levels of competition. 	Chapter 4
8.	18/03-22/03	The marketing Environment <ol style="list-style-type: none"> 1. Identify the major trends in the firm's natural and technological environments. 2. Explain the key changes that occur in the political and cultural environments. 3. Discuss how companies can be proactive rather than reactive when responding to environmental 	Chapter 4

Week	Dates	Topics to be Covered	Reference Chapter / Material
		trends.	
9.	26/03-29/03	Consumer Market and Buying Behaviour <ol style="list-style-type: none"> 1. Explain the model of buyer behavior. 2. Outline the major characteristics affecting consumer behavior, and list some of the specific cultural, social, personal, and psychological factors that influence consumers. 	Chapter 6
10.	02/04-05/04	Consumer Markets and Buying Behaviour <ol style="list-style-type: none"> 1. Explain the buyer decision process and discuss need recognition, information search, evaluation of alternatives, the purchase decision, and post-purchase behavior. 	Chapter 6
11.	08/04-12/04	Market Segmentation, Targeting and Positioning <ol style="list-style-type: none"> 1. Define the major steps on designing a customer-driven marketing strategy: market segmentation, targeting, and positioning. 2. List and distinguish among the requirements for effective segmentation: measurability, accessibility, substantiality, and actionability. 3. Explain how companies identify attractive market segments and choose a market-targeting strategy. 4. Illustrate the concept of positioning for competitive advantage by offering specific examples. 	Chapter 8
12.	15/04-19/04	Market Segmentation, Targeting and Positioning Case Study: Do Marketers have to be extroverts?	Chapter 8
13.	22/04-23/04 & 02/05-03/05	Submission of Student's Assignment Student's Assignment Presentations	
	24/04-30/04	EASTER HOLIDAYS	
14.	06/05-10/05	Revision	

Essential Reading

Kotler, P., Bowen, J., Makens, J., 2014. *Marketing for Hospitality and Tourism*. 5th ed. Prentice Hall

Additional Reading

- Reid, R. & Bojanic, D. 2010. *Hospitality Marketing Management*. 5th ed. New Jersey:Wiley
- Lewis, R., Chambers, R., Chacko, H., (2003). *Ξενοδοχειακό Μάρκετινγκ*. Εκδόσεις «ΕΛΛΗΝ».
- Δρ Ευάγγελος Χρήστου, (2005). *Ξενοδοχειακό Μάρκετινγκ Στρατηγικός Σχεδιασμός και Εφαρμογές*. 4^η Έκδοση. Τμήμα Τουριστικών Επιχειρήσεων, Τ.Ε.Ι Θεσσαλονίκης.
- Morrison., A., (2001). *Τουριστικό και Ταξιδιωτικό Μάρκετινγκ*. (2^η Έκ.). Εκδόσεις «ΕΛΛΗΝ».



