

5 HOSPITALITY MARKETING

Prerequisite: Marketing 1

Credits: 3

Overview

This course is designed to assist the student in the development of a firm understanding of the concept of “Services Marketing” and to guide the student in the application of services marketing concepts and techniques to respond to hospitality marketing problems. It addresses the “customer experience” and how to position a service in the market place. The management of the customer portfolio and the pricing and delivery of the service is also addressed.

General Objectives

This course is designed to:

- 1 enable students to apply services marketing concepts to hospitality marketing problems.
- 2 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcomes

Upon completion of this course, the learner will:

- 1 describe the concepts and principles of marketing as they relate to the Hospitality Industry.
- 2 describe the steps in developing market strategies for a hospitality operation.
- 3 explain the aspects of service marketing.
- 4 formulate a marketing plan utilizing the key elements of marketing procedures inclusive of an advertising plan, evaluation and control mechanics.
- 5 analyze the role of the services mix as it relates to other elements of the marketing mix.
- 6 explain and demonstrate the process of yield management.

Topics

1.0 Marketing and the Marketing Oriented Community

Objectives

Upon completion of the topic the student will be able to:

- 1.1 identify the current trends and demonstrate how to get a greater share of the business
- 1.2 describe the basic philosophy of marketing

Content

- Factors for growth
- Market offering as a response to needs and wants
- Description of the many publics and their expectations

2.0 Planning the Market Effort

Objectives

Upon completion of the topic the student will be able to:

- 2.1 analyse the differences between people and their perceptions and value systems
- 2.2 cultivate return patronage and new business
- 2.3 discuss the total competitive strategy of the firm

Content

- Human factors
- Perceiving-thinking-feeling
- Motivation and life values
- Marketing plan and competitive strategy

3.0 Customer/Prospect and Service Mix

Objectives

Upon completion of the topic the student will be able to:

- 3.1 define “patronage” and identify the actual and desired patrons
- 3.2 identify and coordinate between patron wishes and management offerings

3.3 identify the “versatility dilemma”

Content

- Define the organization’s market-customer/prospects
- The service mix as a response to the demands of the markets selected.

4.0 The Image

Objectives

Upon completion of the topic the student will be able to:

- 4.1 discuss how the image of the property relates to the promotional effort
- 4.2 discuss the interaction between promotion-service-markets
- 4.3 evaluate direct mail versus advertising media

Content

- The promotional mix and advertising
- Factors which create a business image
- The elements of the promotional mix
- Developing the advertising plan and the media mix

5.0 Outside Selling - Sales Promotion

Objectives

Upon completion of the topic the student will be able to:

- 5.1 identify what part of the promotional plan is outside selling
- 5.2 discuss sales promotion values, techniques, methods and cost comparisons
- 5.3 define the term E-marketing
- 5.4 discuss the benefits of E-marketing
- 5.5 develop a sales promotion programme including web promotion

Content

- Basic segments of outside selling
- Screening prospects
- definition of E-marketing
- benefits of E-marketing

- Use of sales promotion to enhance the impact of advertising and personal selling

6.0 Merchandising and Pricing – Inside Selling

Objectives

Upon completion of the topic the student will be able to:

- 6.1 make comparisons of merchandising with sales promotion
- 6.2 identify the relationship between price and values
- 6.3 compare inside and outside selling

Content

- Distinction between sales promotion and merchandising
- Relationship of price and value

7.0 Public Relations and Publicity

Objectives

Upon completion of the topic the student will be able to:

- 7.1 identify the relationship between advertising and selling
- 7.2 describe the effect of public relations and publicity on the image of the firm
- 7.3 make a study and specific recommendations regarding its development of a property.

Content

- Planning the programme
- The media
- Enhancing the image of the organization

8.0 Market Information

Objectives

Upon completion of the topic the student will be able to:

- 8.1 gather market information and utilize it for intelligent planning

- 8.2 relate marketing information to market and sales forecasting

Content

- Purpose
- Basic collection methods
- Distinction between market research and marketing intelligence

9.0 Financial Aspects of Marketing

Objective

Upon completion of the topic the student will be able to:

- 9.1 assess the value of the marketing budget and assess the financial aspects of the marketing programme

Content

- Planning the budget

10.0 The Professional Aspects of Marketing

Objectives

Upon completion of the topic the student will be able to:

- 10.1 relate professionalism to effective marketing
10.2 discuss inside and outside resources for developing employee skills

Content

- Emergence of the professional

Instruction Format

Lecture
Class Discussions
Case Studies

Assessment and Evaluation

The final grade for this course is determined as follows:

- Oral and Written Presentations - 40%
- In course test(s) – 20%
- Final class project - 40% presentation of Marketing Plan

Recommended Texts

Contemporary Hospitality Marketing a Service Management Approach, Dr. William Lazer and Roger A. Layton

Marketing for Hospitality and Tourism, 6th Edition 2013, P R Kotler, J T Bowen & J Makens; published by Prentice Hall

Hospitality Marketing, 2nd Edition 2011, D Bowie & F Buttle; published by Routledge

Resources

Marketing for Tourism, J C Holloway and C Robinson; published by Longman.

Marketing in Travel and Tourism, V T C Middleton and J R Clarke; published by Butterworth Heinemann.

Videos

<https://www.youtube.com/watch?v=bilOOPuAvTY>
https://www.youtube.com/watch?v=P8CDI4_UB6g
<https://www.youtube.com/watch?v=ys7zx1Vc9po>
<https://www.youtube.com/watch?v=mjrguLMxIf0>
<https://www.youtube.com/watch?v=hZLMv5aexto>

Videos that can be used as Case Studies

<https://www.youtube.com/watch?v=kshIWic15yg>
<https://www.youtube.com/watch?v=oqhAnJ4TiEo>

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.