

The Hong Kong Polytechnic University

Subject Code	HTM2304
Subject Title	Marketing in Hospitality and Tourism
Credit Value	3
Level	2
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This course provides students with the basic marketing concepts needed in order to understand the role of marketing in the tourism and hospitality industries. It helps students to develop an understanding of marketing management, the process through which organisations evaluate and analyze the environment, identify marketing opportunities and threats, define and select target markets, plan and execute marketing programmes, and implement control plans.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent Professionals</p> <ul style="list-style-type: none"> • <i>Explain</i> the different components in the marketing process and how the different components interact in the development of marketing strategies in tourism and hospitality organisations. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • <i>Critically evaluate</i> situations and <i>apply</i> marketing concepts in solving real-life marketing problems for hospitality and tourism businesses. <p>C. Effective Communicators</p> <ul style="list-style-type: none"> • <i>Demonstrate communication skills</i> through the group project and in-class activities. <p>D. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • <i>Discuss</i> current marketing issues and challenges facing the global hospitality and tourism industries and <i>evaluate</i> the related marketing issues. <p>E. Lifelong Learners</p> <ul style="list-style-type: none"> • <i>Develop</i> student interest in the marketing management. <p>F. Ethical Leaders</p>

	<ul style="list-style-type: none"> • <i>Demonstrate team-working</i> through the group project and in-class activities.
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> a. What is marketing? b. Understanding service characteristics c. Marketing planning and the marketing plan d. Understanding the marketing environment e. Understanding consumer behavior f. Market segmentation, targeting, and positioning g. Marketing mix – product h. Marketing mix – price i. Marketing mix – place j. Marketing mix – promotion