

<b>Subject Name</b>	Managing Marketing in the Hospitality and Tourism Industry
<b>Subject Code</b>	HTM562
<b>No. of Credits</b>	3 Credits
<b>Total Contact Hours</b>	39 hours
<b>Prerequisite</b>	Nil

**Subject Description:**

The purpose of this subject is to provide students with the opportunities to learn the up-to-date principles and theories in marketing at the management level. The emphasis is placed on the application of marketing knowledge and skills to the hospitality and tourism industry. Students' learning experiences are enhanced through creative approach to solve marketing problems in the hotel and tourism settings.

**Intended Learning Outcomes:**

A. Evaluate the knowledge and theories of hospitality and tourism

Students will be able to *examine and evaluate* the marketing theories and concepts in the context of management and operations of hospitality and tourism organizations.

B. Analyze the structure, products, services, and interactions in tourism and hospitality

Students will be able to *analyze* the relationships between consumers, practitioners, and policy makers of hospitality and tourism services/products.

C. Evaluate the role of hospitality and tourism in communities and environments that they affect

Students will be able to *evaluate* the contributions and impacts of hospitality and tourism in social, economic, political, cultural, and other areas.

D. Analyze and apply appropriate marketing theories and concepts

Students will be able to *analyze and apply* various marketing theories and concepts to practical applications in the hospitality and tourism industry.

E. Communicate and respond to the diversity that prevails within the hospitality and tourism industry

Students will be able to *communicate and respond* appropriately to stakeholders in the hospitality and tourism industry.

F. Identify issues and apply professional skills and management knowledge to complex and unstructured problems in hospitality and tourism.

Students will be able to *identify* marketing problems within the hospitality and tourism context, and *apply* marketing knowledge and skills to solve the problems. Students will also be able to *organize and analyze* related numerical and graphical data, and translate them into business information.

**Assessment Weighting:**

Continuous Assessment 100%

**Indicative Content:**

The marketing of tourism and hospitality products and services is an essential component of successful business operations. Understanding the role of marketing at the management level is a vital skill for future tourism and hospitality leaders.

The main subject areas covered are:

- Introduction and concepts of marketing strategy in hospitality & tourism
- Hospitality and tourism marketing environment
- Strategic marketing
- Branding and positioning
- Integrated marketing communications
- Customer behavior in hospitality and tourism
- Hospitality and tourism marketing mix
- Technology in hospitality and tourism
- Corporate social responsibility in hospitality and tourism
- Ethics in hospitality and tourism
- Customer relationship marketing
- Marketing to business, leisure travelers and the travel trade