

## HTM503x Integrated Hospitality Marketing

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<b>Subject Name</b>	Integrated Hospitality Marketing
<b>Subject Code</b>	HTM503x
<b>No. of Credits</b>	3
<b>Total Contact Hours</b>	39
<b>Prerequisite</b>	None

### Subject Description:

The purpose of this subject is to provide students with the opportunity to learn up-to-date principles and theories in marketing at the management level. The emphasis is placed on the application of both online and offline marketing knowledge and skills to the hospitality industry, taking into consideration of the consumer-focused value co-creation paradigm. Students' learning experience will be enhanced through the use of creative approaches to solve marketing problems in hospitality settings.

### Intended Learning Outcomes:

*Upon completion of the subject, students will be able to:*

1. Examine, apply and evaluate the marketing theories and concepts within the context of management and operations of hospitality organizations.
2. Assess and select various distribution and communication channels to enhance business operations and customer experience.
3. Create appropriate communication and engagement strategies with stakeholders in the hospitality industry.
4. Evaluate marketing issues within the hospitality context, and synthesize marketing knowledge and skills to solve problems.
5. Appraise and conjecture relevant numerical, graphical and big data, and translate them into business information.

### Assessment Weighting:

Continuous Assessment	100%
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### Indicative Content:

1. Introduction and concepts of marketing strategy in hospitality
2. Hospitality marketing mix
3. Hospitality marketing environment and competitive analysis
4. Customer behavior in hospitality
5. Segmentation, positioning, branding
6. Customer relationship management and value co-creation
7. Integrated marketing communications
8. Digital and social media marketing
9. Digital analytics and data privacy
10. Marketing to business, leisure travelers and the travel trade