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| <b>Subject Name</b>        | Managing Marketing in the Hospitality and Tourism Industry |
| <b>Subject Code</b>        | HTM534   |
| <b>No. of Credits</b>      | 3 Credits  |
| <b>Total Contact Hours</b> | 39 Hours   |
| <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 marketing knowledge and skills to the hospitality and tourism industry. Students' learning experience will be enhanced through the use of creative approaches to solve marketing problems in the hotel and tourism settings.

**Intended Learning Outcomes:**

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

1. Examine and evaluate the marketing theories and concepts within the context of management and operations of hospitality and tourism organizations.
2. Analyze the relationship between consumers, practitioners, and policy makers of hospitality and tourism services/products.
3. Evaluate the contributions and impacts of hospitality and tourism in social, economic, political, cultural, and other areas.
4. Analyze and apply various marketing theories and concepts to practical applications in the hospitality and tourism industry.
5. Communicate and respond appropriately to stakeholders in the hospitality and tourism industry.
6. Identify marketing problems within the hospitality and tourism context, and apply marketing knowledge and skills to solve the problems.
7. Organize and analyze related numerical and graphical data, and translate them into business information.

**Assessment Weighting:**

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| Continuous Assessment | 60% |
| Examination           | 40% |

**Indicative Content:**

- Introduction and concepts of marketing strategy in hospitality and tourism
- Hospitality and tourism marketing environment
- Strategic marketing
- Integrated marketing communications
- Customer behavior in hospitality and tourism
- Hospitality and tourism marketing mix
- Technology in hospitality and tourism
- Green strategies in hospitality and tourism
- Customer relationship marketing
- Marketing to business, leisure travelers and the travel trade