

# HTT A240: HOSPITALITY AND TOURISM MARKETING

Item	Value
Curriculum Committee Approval Date	03/11/2020
Top Code	130700 - Hospitality
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

## Course Description

This course will provide students an understanding and application of E-Marketing and Sales in the hospitality and tourism sectors. ADVISORY: ENGL A099 or equivalent. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Outline approaches to implementing the marketing function in a hospitality, travel or tourism business including market research, promotional packaging, and E-Marketing addressing the factors determining the purchase decision.

## Course Objectives

- 1. View marketing as a management philosophy and discuss the consequences of this viewpoint.
- 2. Outline several approaches to organizing the marketing function in a hospitality and tourism business.
- 3. Describe the ways in which marketing services differs from marketing products and discuss the challenges these differences create for hospitality and tourism businesses.
- 4. Associate individual guest behavior and the individual guest purchase decision process.
- 5. Identify the key factors that affect the hospitality and tourism purchasing decisions of business guests and outline their decision-making process.
- 6. Use marketing research to improve business decisions and identify common marketing research approaches and issues that arise in their application.
- 7. Explain the difference between strategies and plans, describe the three steps in the marketing planning process, and understand how to develop marketing plans.
- 8. Describe how to effectively segment markets and use the target marketing and positioning processes.
- 9. Explain how ethical and legal issues affect hospitality and tourism marketing.
- 10. Describe how to establish an environment that facilitates and drives hospitality and tourism marketing by promoting innovation, creativity, and entrepreneurship.

- 11. Create the development of an effective hospitality and tourism product offer.
- 12. Explain the role of pricing in the hospitality and tourism marketing mix and apply pricing strategies and tactics to hospitality and tourism products and services.
- 13. Explain how to design an effective hospitality and tourism distribution network and describe its components.
- 14. Describe how to create and manage an effective hospitality and tourism communications and advertising program.
- 15. Discuss the personal selling process and explain how to effectively organize and manage a sales force.
- 16. Describe the roles and objectives of sales promotions and merchandising in a hospitality and tourism business and explain how they are managed.
- 17. Use demographic trends to better understand future hospitality and tourism marketing opportunities and develop programs to capitalize on them.

## Lecture Content

Marketing's Role in Hospitality and Tourism Implementing the Marketing Approach Hospitality and Tourism Service Systems Individual Guest Behavior Corporate Buyer Behavior Information Systems and Marketing Research Marketing Planning Segmentation, Targeting, and Positioning Ethics, Law, Government Entrepreneurship, Creativity, and Innovation The Hospitality and Tourism Product Offer Hospitality and Tourism Pricing Strategies and Tactics Distribution Systems and Networks Communications Mix and Advertising Personal Selling Public Relations and Publicity Sales Promotions and Merchandising Hospitality and Tourism Marketing: A Look Ahead

## Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

## Instructional Techniques

Lecture, handouts, group participation, video demonstration and discussion, student research and projects, industry involvement, computers, and simulations

## Reading Assignments

Students are expected to engage in a minimum of nine hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: Read assigned modules prior to class arrival. Read posted hospitality articles in Blackboard. Read posted discussion topic, research and participate in the argument. Research journal topics.

## Writing Assignments

Students are expected to engage in a minimum of nine hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture/demonstration/online discussion will be required. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques. Journal of observations and experiences. Present a professional portfolio journaling learning outcomes.

## **Out-of-class Assignments**

Students are expected to engage in a minimum of nine hours in out-of-class activities to enhance their learning, weekly. This can include, one or more of the following: Complete an interview with an industry professional. Prepare a written and oral report. Conceptualization, evaluation, synthesis and interviewing outcomes. Access and develop internship objective plan based on their area of specialization. Complete an in-depth analysis of journal topics.

## **Demonstration of Critical Thinking**

The student must complete course appropriate projects, basic quizzes and a comprehensive final examination developed by the Educational Institute of the American Hotel Lodging Association. Demonstrate various approaches to professional critical thinking and problem solving and development of professional standards. Exhibit skills acquired and apply e-marketing and sales situations. Attendance and participation are fundamentals of this course.

## **Required Writing, Problem Solving, Skills Demonstration**

1. Quizzes and examinations. 2. Problem solving exercises will include written comprehensive responses. 3. Cognitive responses to classroom lecture/demonstration/discussion will be required. 4. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

## **Eligible Disciplines**

Flight attendant training: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Hotel and motel services: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Travel services (dispatching): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Travel services (dispatching): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

## **Textbooks Resources**

1. Required Kotler. Marketing for Hospitality Tourism, latest ed. Pearson, 2013 Rationale: -