

Global Learning Semesters

Course Syllabus

Course: HOSP-480 Marketing for the Hospitality Industry

Department: Hospitality and Tourism

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
HOSP-480	Marketing for the Hospitality Industry	3
Semester Offered	Contact Hours	Prerequisites
Fall	42	Senior
Department	Level of Course	Language of Instruction
Hospitality and Tourism	Upper Division	English

Course Description

The student will be introduced to the management of the marketing function for hospitality organizations, and in addition, will acquire the skills to analyze the structure, the system and the interrelationships within marketing; develop and assess marketing concepts in the field; determine long, medium and short term plans, related to the marketing function to achieving corporate objectives; analyze the external environment and to formulate corporate strategies.

Instructor

Mr. John Kouis

Course Aims and Objectives

To enable students to develop effective strategic marketing plans for hospitality operations.

Teaching Methods

The course is delivered through lectures and case studies.

Course Teaching Hours

42 hours (lectures). The course is delivered during the Fall semester over a 14 week period (3 hours / week).

Evaluation and Grading

Class Participation: 10%
Report: 20%
Mid-term: 30%
Final Exam: 40%

Readings and Resources

Required Textbook

-P. Kotler, J. Bowen, J. Makens, Marketing for Hospitality and Tourism, Prentice Hall, (ISBN 0133956253)

Recommended Reading

-R. A Nykiel, Marketing in the Hospitality Industry, Educ. Inst. Of AHMA, , (ISBN:0-86612-143-9).

-J. Abbey, Hospitality Sales and Advertising, Educ. Inst. Of AHMA, (ISBN:0-86612-174-9)