

Global Learning Semesters

Course Syllabus

Course: HOSP-505 Hospitality Marketing Management

Department: Hospitality and Tourism

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
HOSP-505	Hospitality Marketing Management	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	None
Department	Level of Course	Language of Instruction
Hospitality and Tourism	Upper Division	English

Course Description

The course emphasizes the role of marketing as the strongest weapon for surviving in the highly competitive and sensitive hospitality industry. The course stresses the fact that today's marketers must forge solid relationships with customers to establish repeat business and to ensure a competitive edge. The course aims at developing professionals who will be able to build relationships with guests, analyze the competitive environment, adjust rapidly to changing demands, use innovations in technology, manage distribution systems, and maintain a leadership position in the hospitality arena.

Prerequisites

None

Topic Areas

1. Strategic marketing planning – overview.
2. Marketing leadership – the need to stay ahead of competition.
3. Marketing of services – the hospitality experience.
4. Relationship marketing – building loyalty for the hospitality guest.
5. Strategic marketing planning – strategy, mission, implementation, control.
6. Marketing environment – analysis of micro and macro forces in the hospitality market.
7. Competitive analysis – identification and evaluation of competitors, and development and implementation of competitive strategies.
8. Hospitality customer – behavior of hospitality operations guests, characteristics and expectations.
9. Differentiation, segmentation, positioning – effective identification and handling of target markets.
10. Hospitality mix – the special characteristics of the hospitality industry, and application of each mix.
11. Yield management – revenue maximization through pricing.
12. Case analyses.

Evaluation Guidelines

Assignments, case studies, reports, project:	20-40%
Midterm exam:	20-40%
Final exam:	30-50%
Total:	100%

Readings and Resources

Required Textbook

1. Lewis, R., et al, 2005. Marketing Leadership in Hospitality and Tourism: Foundations & Practice. Prentice Hall. ISBN: 0131182404
2. Pemy, M., 2001. Strategic Marketing Management, Mc Graw Hill.

Recommended Reading

1. Kotler, P., et al, 2002. Marketing for Hospitality and Tourism, London: Prentice Hall. ISBN: 0130996114.
2. Kotler, P., 2002. Marketing Management: Analysis, Planning, Implementation, and Control, London: Prentice Hall
3. Reid, R., and Bojanic, D., (2005). Hospitality Marketing Management. Wiley. ISBN: 0471476544
4. Taylor, D., (2001). Hospitality Sales and Promotion. Butterworth-Heinemann. ISBN: 0750649860
5. Middleton, V. and Clarke, J. (2001). Marketing in Travel and Tourism. Butterworth-Heinemann. ISBN: 0750644710
6. Nykiel, R., 2003. Marketing in the Hospitality Industry, Educ. Inst. Of AHLA. ISBN: 0866122540
7. Journal Articles.