

Global Learning Semesters

Course Syllabus

Course: HOSP-605 Marketing Management

Department: Hospitality and Tourism

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
HOSP-605	Marketing Management	4
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	Graduate Standing
Department	Level of Course	Language of Instruction
Hospitality and Tourism	Upper Division	English

Course Description

'Marketing' is a managerial discipline that can be employed in many situations, including those outside a market context. Clearly, with its routes in branded consumer goods the primary emphasis remains the classic manufacturing company. However, the unit will provide material specifically related to non-manufacturing organisations, where participants are required to exercise commercial and managerial judgment with respect to customers and markets. Frameworks and tools for thinking are introduced that can be employed by managers in different sectors of the economy.

Prerequisites

Graduate Standing

Topic Areas

1. To enable participants to acquire a knowledge and understanding of the classic marketing management responsibilities.
2. To develop an understanding of and an ability to evaluate the contribution of broadened marketing management to corporate strategy.
3. To develop a knowledge of the planning process and its application within marketing.
4. Marketing Strategy: linkage with corporate strategy; the formulation of strategy in an appropriate context. The main differences between industrial, consumer and service strategies. Market analysis; Company values, expectations, the environment, opportunities and theories.
5. Strategic Aims and Options: An examination of the possible aims and appropriate theoretical courses of action. Choosing a strategy.
6. Competitive Reaction: Examining competition, strengths and weaknesses, potential response and likely responses.
7. Assessing the Financial Consequences: Financial forecasts, various techniques, to compare alternative strategies, financing strategies.
8. Marketing Plans: Components of Plans, setting objectives and using budgets, the Revenue Account, updating forecasts, controlling sales.
9. The European Dimensions to Strategy and Planning: Complications, differences as regards short/long term objectives, problems and controls.
10. Goods and Service: Product Strategy and Tactics: An examination of product strategy in differing contexts; Defining the product in suit different cultures, tastes, circumstances and sectors.

11. Elements of the 'Marketing Mix': Differential emphasis on controllable variables (product, price, place and promotion) in industrial, service, not for profit and consumer markets. Difference induced by stages in market and product maturity.

Readings and Resources

Required Textbook

- Pemy, M., 2001. Strategic Marketing Management, McGraw Hill.

Recommended Reading

- Kotler, Armstrong, Saunders and Wong, Principles of Marketing (The European update Edition) - London: Prentice Hall (1996)
- Kotler, P., Bowen, J. Makens, J., 1997. Marketing for Hospitality & Tourism, London: Prentice Hall.
- R. Nykiel, R., 1997. Marketing in the Hospitality Industry, Educ. Inst. of AHMA.
- Abbey, J., 1998. Hospitality Sales & Advertising, Educ. Inst. of AHMA.