

MKTG 7027 STRATEGIC MARKETING FOR HOSPITALITY AND TOURISM

Credit Points 10

Legacy Code 200840

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Description Services marketing capabilities are essential for a career in hospitality. Marketing identifies customer needs, targets market segments, and designs products and communications to serve those customers. This subject examines service marketing in the hospitality context with particular focus on the accommodation sector. It considers the roles played by salespeople in packaging and joint branding marketing strategy for hospitality and tourism.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Explain the basic principles and concepts of sales, sales management and marketing;
2. Apply principles and concepts of sales, sales management and marketing to hospitality and hotel organisations;
3. Explain the process of marketing for hospitality and tourism;
4. Analyse the role of marketing in strategic planning for hospitality and tourism;
5. Organise the sales and marketing efforts within a hospitality organisation using sales force planning, evaluation, measurement and control.

Subject Content

1. The evolution of selling, sales management and its significance for the hospitality industry
2. The scope, purpose and role of marketing in hospitality: a strategic approach
3. Sales management skills; including planning and processes
4. Sales forecasting, budgeting, and sales force organisation and evaluation
5. Consumer markets and buyer behaviour in hospitality
6. Implication of customer relationships for marketing planning

Prescribed Texts

- Compiled readings

Teaching Periods