Title: Marketing: The Hospitality Industry
Abbreviation and Number: MKTG411
AB Paper No.: 13-87
School: Business
Department: Management, Marketing, Administrative Office Management
Credits: 3
Course Sequence: (X) Fall ( ) Spring ( ) Fall and Spring
Hours Per Week: (3) Lecture ( ) Seminar ( ) Laboratory ( ) Studio ( ) Kitchen ( ) Other (Specify)
Pre-requisite(s): MKTG301 or permission of Chair/Instructor
Co-requisite(s): None

COURSE DESCRIPTION
This course provides students with an understanding of marketing concepts, practices and techniques necessary for the successful marketing of the hospitality industry. An integrative approach will be applied to discussions of cost-effective marketing programmes, through the design, promotion, pricing and delivery of want-fulfilling goods and services in today's global marketplace.

SPECIFIC OBJECTIVES
Upon successful completion of this course, students will be able to
1) analyse the role of hospitality marketing management in the economic survival of hospitality operations;
2) develop tools and techniques necessary in the design and implementation of a comprehensive marketing plan for a hospitality facility;
3) analyse the need for companies to develop and implement a marketing orientation philosophy that seeks to satisfy their target market(s);
4) examine the challenges facing the hospitality industry in The Bahamas, in light of the rapid technological, social, political, economic and competitive changes taking place globally;
5) solve problems related to hospitality marketing through case study analyses; and
6) conduct preliminary research on hospitality marketing in The Bahamas.

COURSE CONTENT
I. Marketing for Hospitality and Tourism
   A. Marketing management philosophies
   B. Customer orientation
   C. Needs, wants and demands
   D. Customer satisfaction

II. Service Characteristics
   A. Service marketing characteristics
   B. Management strategies for service businesses
      i. Differentiation
      ii. Service quality
      iii. Physical surroundings
      iv. Employees
      v. Perceived risks
      vi. Capacity and demand
      vii. Consistency
III. The Role of Marketing in Strategic Planning
   Corporate strategic planning
   i. Mission
   ii. Business units
   iii. Growth strategies
   iv. Strengths Weaknesses Opportunities and Threats (SWOT) Analysis
   v. Strategy
      a. Formulation
      b. Implementation
      c. Evaluation

IV. The Marketing Environment
   A. Micro
   B. Macro
   C. The Bahamas

V. Marketing Research
   A. Marketing information system
   B. Intelligence
   C. The process
   D. The Bahamas

VI. Consumer Markets and Consumer Buying Behavior
   A. Model of consumer behavior
   B. Buyer decision process

VII. Organizational Buyer Behavior of Group Market
   A. Organizational buying process
   B. Participants in buying
   C. Buying decisions
   D. Groups business markets

VIII. Market Segmentation

IX. Market Targeting

X. Market Positioning

XI. Designing and Managing Products
   A. Product levels
   B. Brand decisions
   C. New product development
   D. Product life-cycle
XII. Internal Marketing
   A. Process
   B. Service culture
   C. Training
   D. Reward and recognition process

XIII. Pricing
   A. Factors
   B. Approaches
   C. Strategies
   D. Changes

XIV. Distribution
   A. Supply chains and the value delivery network
   B. Nature and importance
   C. Channel functions
   D. Marketing intermediaries
   E. Channel behavior

XV. Integrated Marketing Communications (IMC)
   A. Mix
   B. 
   C. Effective communications
   D. Budget
   E. Advertising
   F. Promotion Policy

XVI. Promotion
   A. Public relations
   B. Activities of Public Relations Departments
   C. Public relations process
   D. Publicity
   E. Sales promotion

XVII. Professional Sales
   A. Hospitality sales
   B. Sales force
      i. Objectives
      ii. Structure and size
      iii. Management
   C. Relationship marketing and strategic alliances

XVIII. Electronic Marketing
   A. Direct marketing
      Forms
   B. Internet marketing
XIX. Destination Marketing
   A. Globalization of the hospitality and tourist industry
   B. Importance of tourism
   C. Tourism strategies and investments
   D. Segmenting and monitoring
   E. Communication
   F. Organization and management

XX. Marketing Plan
   A. Purpose
   B. Structure
      i. Executive summary
      ii. Corporate connection
      iii. Environmental analysis and forecasting
      iv. Segmentation and targeting
      v. Next year’s objectives and quotas
      vi. Action plans: strategies and tactics
      vii. Resources
      viii. Marketing control
      ix. Presenting and selling the plan
      x. Preparing for the future

XXI. Hospitality Industry in The Bahamas

ASSESSMENT
Case Studies.................................................. 25%
Term Projects.................................................. 25%
Mid-term Examination................................. 20%
Final Examination................................. 30%
Total.................................................. 100%

REQUIRED TEXT

SUPPLEMENTARY READINGS/MATERIALS

**JOURNALS**

*Cornell Hotel and Restaurant Administration Quarterly*
*FIU Hospitality Review*
*Journal of Hospitality Marketing & Management*
*Journal of Hospitality and Tourism Educator*
*Journal of Marketing*

**WEBSITES**

http://www.marketingpower.com/ (American Marketing Association)
http://adage.com/ (Advertising Age)
http://www.adweek.com/aw/index.jsp (ADWEEK)