

Tompkins Cortland Community College
Master Course Syllabus

Course Discipline and Number: HRMG 205

Year: 2023-2024

Course Title: Hospitality Marketing

Credit Hours: 3

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Course Description

This course is a study of hospitality marketing for hotels, food service, travel/tourism, special events, and destination operations. Development of a strategic marketing plan, market research and analysis, buyer behavior, market segmentation, competition analysis, e-commerce business, publicity and promotion, and business feasibility are discussed. Various career and entrepreneurial opportunities in hospitality marketing and management are introduced. Prerequisites: Prior completion or concurrent enrollment in MATH 090 and RDNG 116 if required by placement testing; prior completion or concurrent enrollment in ENGL 101. 3 Cr. (3 Lec.) Spring semester.

Course Context/Audience

This is a required course for students in the Hotel and Restaurant Management A.A.S. degree program. This course gives students insight into marketing within the hospitality industry and includes a discussion of career opportunities. This course is also appropriate for those with an interest in sales, international sales, marketing of services, business communications, hospitality food service, lodging, or the tourism industry.

Basic Skills/Entry Level Expectations

Writing: WC College level writing skills are required. See course co-requisites or pre-requisites.

Math: M1 Taking MATH 090 (if needed) – Course requires limited use of very basic mathematical skills.

Reading: R3 Course may be taken concurrently with RDNG 116.

Course Goals

By successfully completing this course, the student will:

1. Become familiar with hospitality marketing for hotels, food service, travel/tourism, special events, and destination operations.
2. Gain experience in marketing by developing a strategic marketing plan.
3. Learn how companies market their product through the use of competition, e-commerce, economy, publicity, advertising, customer service and research.
4. Gain insight into various career options within hospitality marketing.

Course Objectives/Topics

Objective/Topic	# Hours
Hospitality marketing introduction; service marketing defined	3 Hours
Marketing & sales characteristics of the service industry	3 Hours
The role of marketing in strategic planning	3 Hours
Marketing environments (Internal and External)	3 Hours
Marketing information systems and research analysis	3 Hours
Differences between consumer & organizational marketing and buying behaviors	3 Hours
Organizational chart of sales & marketing departments	3 Hours
Market segmentation, targeting, and positioning	3 Hours
Internal marketing	3 Hours
Building customer loyalty via quality assurance and reputation management.	3 Hours
Designing & managing products, pricing and economic considerations	3 Hours
Distribution channels	3 Hours
Promotions and public relations	3 Hours
Destination marketing including parks, convention bureaus, regional, state and national organizations for promoting tourism.	3 Hours
Trade shows, exhibitions, and utilizing the marketing plan.	3 Hours

General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<p>Students will be able to</p> <ul style="list-style-type: none"> ➤ develop meaningful questions to address problems or issues. ➤ gather, interpret, and evaluate relevant sources of information. ➤ reach informed conclusions and solutions. ➤ consider analytically the viewpoints of self and others. 	<p>Students are required to write and present a marketing plan during the semester.</p> <p>Students complete a marketing plan for a hospitality business. The feasibility study, competition analysis and information gathering will require these skills to be developed.</p>
SOCIAL/GLOBAL AWARENESS OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<ul style="list-style-type: none"> ➤ Students will begin to understand how their lives are shaped by the complex world in which they live. ➤ Students will understand that their actions have social, economic and environmental consequences. 	<p>Students will develop in these areas through use of teams and small groups that will be required to work together during the course as we discuss case studies and work on marketing segmentation and analysis.</p>

Instructional Methods

The instructor should use a number of instructional methods including: lecture, discussion, in-class exercises, homework assignments, case study, group written and presentation project, and testing. These same methods are appropriate for an on-line section of the course.

Methods of Assessment/Evaluation

Method	% Course Grade
Written Marketing Plan project and presentation.	35%
Homework, quiz, and other assignments worth 5 pts. each	35%
Mid Term and Final Exam worth 10 pts. each	20%
Participation/discussion	10%

Text(s)

Marketing for Hospitality and Tourism, Kotler, Bowen, Makens, Prentice Hall; 6 edition 2013

Bibliography

David Bowie, Francis Buttle, Hospitality Marketing -Routledge; 2 edition (April 29, 2011).

Other Learning Resources

Audiovisual

Case study DVD

Electronic

<http://marketing.sondrak.com/marketing-for-hospitality-and-tourism.html> (list of websites for marketing articles)

Other

Companion Website and disc of Power Point presentations from the Publisher. Also includes case study examples and instructors manual.