



CLASS NUMBER AND NAME:	TRN146B –MARKETING FOR HOSPITALITY
TOTAL HOURS/ UNITS:	24 HOURS/2 UNITS
PREREQUISITES:	TRN146A
TEXTS AND MATERIALS:	<i>Marketing for Hospitality and Tourism</i> , Kotler, Bowen, Makens, and Baloglu, 7 th Ed., 9780134151922. Pearson
CLASS DESCRIPTION:	In today’s highly competitive hospitality market, it is essential to have an understanding of marketing and sales. The students will go beyond theory to focus on a practical approach for effectively marketing hotels, restaurants, and other hospitality venues. The students will take a customer- oriented approach to hospitality marketing in an age where social media is an integral part of marketing.
CLASS OBJECTIVES:	This class provides the students with an overview of marketing sales by exposing them to trends in the industry and how to construct a marketing strategy.
CLASS FORMAT OVERVIEW:	This class is a combination of lecture and student participation.
REQUIREMENTS:	Time spent in preparation for or reflection on course lecture will approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the material and ¼ hour outside of class for each hour of structured lab time.
METHOD OF INSTRUCTION:	Each topic will be discussed thoroughly and will be supplemented with written materials.
ATTENDANCE:	It is expected that each student will be in class <u>when class begins</u> . Should the student arrive more than <u>five minutes late</u> they should notify the instructor of their presence, it will be up to the instructor to decide if the student has arrived in time to be counted as present- the instructor’s decision is final. <u>80% attendance is mandatory</u> <u>90% or above is mandatory for those who are in a full program and qualify for the internship</u> It will be the student’s responsibility to learn of any assignments given in class when absent.

TESTING:

A final exam will be given during the sixth week of the module. All assignments and exercises must be satisfactorily completed with an overall passing grade of 60% or better in order to pass the class. The exam covers the last 10 chapters of the textbook including any materials presented in class.

LATE TESTING:

A late test will result in a 10% penalty (tests start with a B).

GRADING POLICIES:

Complete all assignments with at least 60% accuracy.

The students will participate in a minimum of 90% of in-class group assignments.

The final grade is computed on:

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|---------------------------------|-----|
| 1. Exam & Marketing Plan | 50% |
| 2. Assignments | 30% |
| 3. Attendance and participation | 20% |

- | | |
|---------|---|
| 90-100% | A |
| 80-89% | B |
| 70-79% | C |
| 60-69% | D |
| 0-59% | F |

ANTICIPATED LEARNING OUTCOMES:

Upon completing this course, the student will be able to:

1. Demonstrate an understanding of marketing, the role of management, and basic marketing terminology.
2. Demonstrate an understanding of the marketing and sales office in a hospitality venue
3. Demonstrate an understanding of internal marketing.
4. Demonstrate an understanding of public relations and advertising and the other P's of marketing.
5. Demonstrate an understanding of segmentation and targeting to specific audiences including: business travelers, leisure travelers, travel agents, meeting planners, SMERF market, and special segments.
6. Demonstrate an understanding of marketing various hospitality venues and components.
7. Utilize demographics choices and options in developing a marketing plan.
8. Demonstrate the use of recent marketing changes including SoLoMo marketing directed of different population demographics.

9. Apply marketing concepts to hospitality components as demonstrated in case study analysis and presentations in class.
10. Demonstrate a working knowledge of the process for developing a marketing plan specific to hospitality.

Marketing for Hospitality and Tourism

Week	Reading Chapters	Internet	Class discussions	Homework
One	9, 10	www.hsmmai.org www.hftp.org	Designing and Managing Products and Brands: Building Customer Value Internal Marketing	Case Studies from Textbook assigned by instructor. Cases 5 and 9 for the first week, working in teams and presenting in class. Case Studies for week two assigned in class for preparation for work in teams next week. This will be done each week so that class time is maximized for team discussions.
Two	11, 12, 13	www.ahla.org	Pricing Distribution Channels Engaging Customers and Communicating Customer Value & Advertising	Case Studies from Textbook assigned by instructor.
Three	14, 15, 16	www.restaurant.org	Promoting Products: Public Relations and Sales Promotions Professional Sales Direct, online, Social Media, and Mobile Marketing	Case Studies from Textbook assigned by instructor
16	18	www.mpiweb.org	Next Year's Marketing Plan	Case Studies from Textbook assigned by instructor
17	17	www.cmaa.org www.DestinationMarketing.org	Destination Marketing	Case Studies from Textbook assigned by instructor
Six		www.asta.org	Class Presentation of Marketing Plans	Case Studies from Textbook assigned by instructor Exam: Chapters 9-18

Please note, this is just a suggested class schedule. Guest speakers and/or site inspections will be scheduled based on availability and class schedule will be adjusted accordingly. Chapters, case assignment, and exam may be adjusted.