

## **Course Details:**

**Course Title:** Hospitality and Tourism Marketing  
**Course Code:** MKT-  
**Program:** BS T&HM 2K22

**Credit Hours:** 3  
**Pre-requisite:** -  
**Sections:**

## **Course Description:**

This course provides students with an in-depth understanding of marketing principles and strategies specifically tailored to the hospitality and tourism industries. It covers topics such as customer behavior, service marketing, digital strategies, branding, and sustainability.

## **Course Learning Outcomes:**

Upon successful completion of the course, students should be able to:  
By the end of the course, students will be able to:

1. *Understand* the unique characteristics of hospitality and tourism marketing.
2. *Analyze* customer behaviors and decision-making processes in these sectors.
3. *Develop* and implement effective marketing strategies.
4. *Utilize* digital tools and platforms for marketing.
5. *Evaluate* the impact of sustainability on marketing practices.

## **Program Goals & Learning Objectives:**

### **Goals & Learning Objectives**

#### **Goal 1: Students will acquire knowledge to apply in real world contexts**

LO 1.1: Students will be able to understand key concepts in the field of Tourism & Hospitality

LO 1.2: Students will be able to apply acquired knowledge to various contexts in the Tourism and Hospitality industry

#### **Goal 2: Students will work in team settings**

LO 2.1: Students will be able to work towards achieving team goals

LO 2.2: Students will be able to demonstrate effective team behavior

#### **Goal 3: Students will learn to communicate effectively**

LO 3.1: Students will be able to communicate effectively in oral presentations

LO 3.2: Student will be able to create professional reports

#### **Goal 4: Students will deal with the ethical dilemmas that arise in a business environment**

LO 4.1: Students will be able to identify ethical concerns emanating from a business situation

LO 4.2: Students will be able to apply ethical guidelines to address business problems by examining a set of alternatives

**Mapping - CLOs with LOs**

Learning Objective	LO 1.1	LO 1.2	LO 2.1	LO 2.2	LO 3.1	LO 3.2	LO 4.1	LO 4.2	Not mapped	Evaluation Item
CLO 1	✓									
CLO 2	✓									
CLO 3	✓									
CLO 4	✓									
CLO 5		●								

**Legend:** ✓ indicates mapped and assessed CLO, ● mapped but not assessed and x unmapped CLO.

**Required Course Material:**

**Textbook (s):**

Kotler, P., Bowen, J., & Makens, J. (2021). Marketing for Hospitality and Tourism.

**Reference Book (s):**

Walker, J. R. (2019). Introduction to Hospitality.

**Course Evaluation:**

Grading will be done as per NBS criteria. The breakup of the grade points is as follows:

Mid Semester Exam	20%
End Semester Exam	30%
Quizzes (3 POP Quizzes)	15%
Project	20%
Class Activity	15%

**Weekly Schedule:**

Week	Topic	Preparation Material	Related CLOs
1	Introduction to Hospitality and Tourism Marketing	Definition and scope of hospitality and tourism marketing Characteristics of the industries Importance of marketing in service industries	Appreciate the scope of Marketing in Tourism and hospitality industry (CLO 1 & 5)
2	Understanding Consumer Behavior	Decision-making process of travelers and guests Cultural and social factors influencing behavior Guest experience management	Understand who is a consumer, the different types of consumers and answer the question: What is the decision making model of a consumer? (CLO 1 & 3)

3	Marketing Research and Analytics (Managing Customer Information to Gain Customer Insights)	Importance of research in hospitality and tourism Data collection methods (surveys, interviews, analytics) Application of data in decision-making	Understand how to recognize opportunities, the structuring process for demand pull and knowledge push ideas and how to discover the fit between market need and resources available (CLO 2 & 5)		
4	Service Marketing Concepts	The 7 Ps of service marketing (Product, Price, Place, Promotion, People, Process, Physical Evidence) Differentiation strategies Service quality and customer satisfaction	(CLO 3 & 4)		
5	Organizational Buyer Behavior				
6	Designing and Managing Products and Brands: Building Customer Value		(CLO 2 & 5)		
7	Branding and Positioning	Creating and managing a brand identity Positioning strategies for hotels, airlines, and destinations Case studies of successful branding campaigns	(CLO 3 & 4)		
8	Term Project (Proposal)		(CLO 1 & 5)		
9	<b>Mid Semester Exam</b>				
10	Internal Marketing	Understand why internal marketing is an important part of a marketing program. Explain what a service culture is and why it is important to have a company where everyone is focused on serving the customer. Describe the three-step process involved in implementing an internal marketing program. Explain why the management of nonroutine transactions can	(CLO 3 & 5)		

		create the image of being an excellent service provider.			
<b>11</b>	Pricing: Understanding and Capturing Customer Value		(CLO 2,4 & 5)		
<b>12</b>	Distribution Channels Delivering Customer Value				
<b>13</b>	Engaging Customers and Communicating Customer Value and Advertising		(CLO 1, 4 & 5)		
<b>14</b>	Promoting Products: Public Relations and Sales Promotions				
<b>15</b>	Professional Sales		(CL3 & 4)		
<b>16</b>	Direct, Online, Social Media, and Mobile Marketing				
<b>17</b>	Buffer Week				
<b>18</b>	<b>End Semester Exams</b>				

Cases and articles are subject to change.