

Course Syllabus

Course Code HSPO-214	Course Title Marketing in Hospitality	ECTS Credits 4
Prerequisites HSPO-101	Department Hospitality	Semester Spring
Type of Course Required	Field Marketing	Language of Instruction English
Level of Course Diploma	Lecturer(s) Mr. Angelos Iacovides	Year of Study 2 nd
Mode of Delivery Face to Face	Work Placement N/A	Corequisites None

Course Objectives:

The main objectives of the course are to:

1. Introduce students to the management of the marketing function for hospitality organizations
2. Build skills to analyze the structure, the system and the interrelationships within the marketing function in hospitality operations
3. Develop and assess marketing concepts in service operations
4. Determine long, medium and short term plans, related to the marketing function to achieving company objectives
5. Analyze the internal as well as the external environment and to formulate effective strategies with regards to hospitality operations.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Develop an understanding of the principles of marketing in the hospitality industry, including market research, consumer behavior, and market segmentation.
2. Develop effective marketing campaigns to target different segments of the hospitality market, including business travelers, leisure travelers, and event planners.
3. Understand the principles of customer relationship management and loyalty programs in the hospitality industry, including customer retention and referral strategies.

4. Develop effective sales and negotiation skills to secure business from corporate clients and event planners.
5. Demonstrate through proper academic work a thorough understanding of the hospitality marketing process;
6. Explain the hospitality marketing mix;
7. Critically evaluate hospitality marketing strategies and opportunities
8. Handle the challenges that arise from the special characteristics of services
9. Identify and evaluate the latest trends in electronic marketing, destination marketing, and planning for the future.

Course Content:

1. Marketing Planning
2. Marketing Research
3. The Marketing Environment
4. Segmentation process
5. Differentiation process
6. Positioning process
7. Product development
8. Pricing methods
9. Promotion applications
10. Internal Marketing approach
11. Building lasting customer relationships

Learning Activities and Teaching Methods:

PowerPoint Lectures, Case Study Analyses, Educational Videos, Discussion

Assessment Methods:

Class Participation, Assignments, Mid-Term Exam, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Marketing for the Hospitality and Tourism	Kotler, P.	Pearson Publishing	2021	978-1292363516
Hospitality Marketing	Gursoy, D.	Taylor + Francis	2022	978-1032030265

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Hotel Marketing Strategies In The Digital Age	Castaner, Y.	Kindle Edition	2021	B09MRS1NPX
Social Media Marketing	Opresnik, O.	Kindle Edition	2022	979-8405416847
Marketing communications: A brand narrative approach	Dahlén, M., Lange, F., & Smith, T	Wiley.	2010	9780470319925
Advertising and Integrated Brand Promotion.	O'Guinn, T. C., Allen, C. T., & Scheinbaum, A. C.	Cengage	2018	978-1337110211