

## Marketing in Hospitality and Tourism

This module will provide the learners with a wide understanding of the role of marketing and its application in the hospitality and tourism industries. It also helps the student to understand the marketing contexts better in achieving the organisations goals and objectives and also to maximise revenue and profit in a long term.

### Learning outcomes

On successful completion of this module, students should be able to:

- Analyse and understand the role of marketing and its applications in a hospitality and tourism industry
- Develop marketing communications plans for the hospitality and tourism industry
- Understand and define the customer's needs
- Examine the role of sales in the hospitality and tourism industry
- Develop marketing plan for a hospitality and tourism organisation

### Syllabus

- Introduction to Marketing
- Planning and Strategy
- Market Research
- Customers Needs and Identification
- Marketing Tools
- Marketing Sales and Tools

### Lesson Plan

Session	Subject
1	Introduction to Marketing (1)
2	Introduction to Marketing (2)
3	Planning and Strategy (1)
4	Planning and Strategy (2)
5	Market Research
6	Customers Needs and Tools
7	Customers Needs and Tools
8	Marketing Tools
9	Marketing Tools
10	Marketing Sales and Tools
11	Marketing Sales and Tools
12	Case Study/In Class Test
13	Revision
14	Revision

Recommended textbook

Marketing Communication in Tourism and Hospitality, McCabe, S. 2009. Oxford:  
Butterworth- Heinemann

'Market Survey and Market Analysis', Author: Li Guo Qiang and Miao Jei, The Chinese  
People University Publisher.