

Course Title	Marketing for Hospitality and Tourism				
Course Code	MRKT216				
Course Type	Compulsory				
Level	Higher Diploma				
Year / Semester	2 nd Year / 4 th Semester				
Teacher's Name	Costa D. Yerocosta				
ECTS	4	Lectures / week	2	Laboratories / week	None
Course Purpose and Objectives	This course introduces the principles, concepts and systems utilized in the marketing and sales areas within the hospitality industry.				
Learning Outcomes	<p>After the completion of this course, students are expected to:</p> <ul style="list-style-type: none"> • Explore the building of customer loyalty expectations and how these are utilized as marketing drivers. • Develop an understanding of relationship management and its importance to the sales and marketing strategy of the business. • Illustrate how purchasing decisions can be supported through sales practices. • Research and explore the various principles, concepts and systems utilized in the marketing and sales within the hospitality industry. • Identify the elements of brand management and how these impact customer service and guest expectations. • Define marketing mix theory and strategies and how these relate to marketing and sales objectives. • Understand the concept of ethics and sustainable marketing 				
Prerequisites	None		Co-requisites	None	
Course Content	<ol style="list-style-type: none"> 1. Introduction: Marketing for Hospitality and Tourism 2. Service Characteristics of Hospitality and Tourism Marketing 3. The Role of Marketing in Strategic Planning 4. The Marketing Environment 5. Managing Customer Information to Gain Customers Insights 6. Consumer Markets and Consumer Buying Behavior 7. Organizational Buyer Behavior of Group Market 8. Customer Driven Marketing Strategy: Creating Value for Target Customers 9. Designing and Managing Products and Brands: Building Customer Value 				

	10. Internal Marketing 11. Pricing: Understanding and Capturing Customer Value 12. Marketing Channels: Delivering Customer Value 13. Engaging Customers and Communicating Customer Value 14. Public Relations and Sales Promotion 15. Professional Sales 16. Direct, Online, Social Media and Mobile 17. Destination Marketing 18. Ethically sustainable marketing
Teaching Methodology	Course topics are presented by a variety of teaching approaches including lectures, exercises, multimedia cases, homework case analysis and class presentations and discussions of assigned readings.
Bibliography	<p>Compulsory Reading:</p> <ul style="list-style-type: none"> • Kotler, Philip (2016), Marketing for hospitality and tourism,7th, Pearson Prentice Hall,ISBN: 9781292156156. • Carroll, Archie & Brown, Jill & Buchholtz, Ann (2017), Business & Society: Ethics, Sustainability & Stakeholder Management, 10th Edition, Cengage Learning,ISBN: 9781305959828 <p>Additional Reading</p> <ul style="list-style-type: none"> • Kotler, Philip (2012), Principles of marketing, Pearson Prentice Hall, ISBN: 9780132167123. <p>Academic Articles</p> <ul style="list-style-type: none"> • Osborne, Phil & Ballantyne, David, (April 10, 2012), The paradigmatic pitfalls of customer-centric marketing, The paradigmatic pitfalls of customer-centric marketing - Phil Osborne, David Ballantyne, 2012 (sagepub.com) • Mathies, Christine & Gudergan, Siegfried & Wang, Paul, (March 5, 2013), The Effects of Customer-Centric Marketing and Revenue Management on Travelers' Choices, The Effects of Customer-Centric Marketing and Revenue Management on Travelers' Choices - Christine Mathies, Siegfried P. Gudergan, Paul Z. Wang, 2013 (sagepub.com) • Gordon, Ross & Carrigan, Marylyn & Hastings, Gerard, (June 30, 2011), A framework for sustainable marketing, A framework for sustainable marketing - Ross Gordon, Marylyn Carrigan, Gerard Hastings, 2011 (sagepub.com) • Minton, Elizabeth & Lee, Christopher & Orth, Ulrich & Kim, Chung-Hyun, Kahle, Lynn, (April 18, 2013), Sustainable Marketing and Social Media: A Cross-Country Analysis • Motives for Sustainable Behaviors, Sustainable Marketing and Social Media: A Cross-Country Analysis of Motives for Sustainable Behaviors: Journal of Advertising: Vol 41, No 4 (tandfonline.com) • Macbeth, J., Carson, D. and Northcote, J. (2004) Social Capital, Tourism and Regional Development: SPCC as a Basis for Innovation

	<p>and Sustainability, Current Issues in Tourism. Vol. 7, No. 6, Pp. 502-522 https://www.tandfonline.com/doi/abs/10.1080/1368350050408668200</p> <ul style="list-style-type: none"> • M. Isabella Leone & Paola Belingheri (2017) The relevance of Innovation for Ethics, Responsibility and Sustainability. Industry and Innovation. Vol. 24, No. 5, Pp. 437-445. https://www.tandfonline.com/doi/full/10.1080/13662716.2017.1310036 • Fornes, G., Monfort, A., Ilie, C., Koo, C. K. and Cardoza, G. (2019) Ethics, Responsibility, and Sustainability in MBAs. Understanding the Motivations for the Incorporation of ERS in Less Traditional Markets, Sustainability. Vol. 11, Pp. 1-22. https://www.mdpi.com/2071-1050/11/24/7060
Assessment	<ul style="list-style-type: none"> ▪ Class participation 10% ▪ Assignments/Tests 20% ▪ Mid-term exam 20% ▪ Final exam 50%
Language	English