

HTM 23100: Hospitality and Tourism Marketing

Course Description

This course teaches students a customer-oriented approach to marketing in hospitality and tourism. The role of marketing in an organizations' overall strategic planning is emphasized. Techniques available to hotels, restaurants, and other tourism businesses are described and evaluated including packaging, the travel trade, advertising, sales promotion, positioning and branding.

Restrictions:

Hospitality and Tourism Management Majors only.

Pre-requisite

Undergraduate level HTM 17300 Minimum Grade of D- (may be taken concurrently)

Course Objectives

At the completion of this course the student will be able to:

Identify the key principles of marketing in the tourism and hospitality industry.

Describe the importance of target market segmentation and consumer behavior in Tourism and Hospitality Marketing.

Define marketing planning and strategy and examine the components of the marketing mix.

Explain the trends impacting tourism and hospitality marketing.

Introduce the concepts of image, branding and positioning.

Distinguish between ethical and non-ethical behaviors in tourism and hospitality marketing.

Apply tourism and hospitality marketing principles to International markets.

Apply tourism and hospitality marketing principles to new technologies and ecommerce.

Apply effective communication skills in Tourism and Hospitality marketing situations.

Demonstrate the ability to work with others to achieve tourism and hospitality marketing objectives.