

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



**Marketing Hotel & Catering Services**

## **Introduction to Hospitality Marketing**

- The Hospitality Industry
- The Relevance of Marketing & Sales
- Markets & Customers
- The Industry & Its Products
- The Approach to Marketing by the Various Sectors
- The Marketing & Sales Function

## **Marketing Planning & Strategy**

- The Planning Process
- Market Positioning & Segmentation
- The Product Life Cycle
- The Concept of Branding
- Evaluating Success in Marketing & Sales

## **Identify Customer Needs**

- The Importance of Identifying Demand
- Methods of Identifying Demand
- The Analysis of Marketing Information
- The Role of Forecasting & Budgeting & Matching Demand to Products

## **Marketing & Sales Methods**

- Planning, Methods & Control
- Advertising
- Sales Literature
- The Role of Public Relations
- Telephone Selling
- The Use of Technology & Other Media
- The Use of Agencies & Consortiums

## **Sales Skills & Techniques**

- The Importance of Product Knowledge
- Consumer Behaviour
- Stages of the Selling Process
- Face-To-Face Selling
- The Importance of Customer Care

## **The Concept & Practice of In-House Selling**

- The Importance of In-House Selling
- Basic Methods, Planning & Control
- Relation to the Various Sectors of the Industry
- In-House Campaigns & Promotions
- The Role of Merchandising
- Staff Training & Motivation

## **Reading List**

### **Main Texts**

- Marketing for the Hospitality Industry – John Rodgers (Hodder & Stoughton)
- AND
- Fundamentals of Marketing – William Leader & Nick Kyritsis (Stanley Thornes)
- OR
- Marketing for First Year Degree Students – (BPP Publishing)

### **Alternative Texts and Further Reading**

- Hospitality Sales: A Marketing Approach – Margaret Shaw & Susan Morris (John Wiley & Sons)
- Marketing for Hospitality & Tourism – Kotler, Bowen & Makens ( Prentice Hall)