

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



Marketing for Hospitality & Tourism

Introduction: Marketing for Hospitality & Tourism

- Customer Orientation
- What is Hospitality & Tourism Marketing?
- Marketing in the Hospitality Industry
- Undesirable Customers
- Marketing Management
- Marketing Management Philosophies
- Marketing's Future
- The Internet Changes How We Market Hospitality Products
- Great Leaders

Service Characteristics of Hospitality & Tourism Marketing

- The Service Culture
- Characteristics of Service Marketing
- Management Strategies for Service Businesses
- Ritz-Carlton: Taking Care of Those Who Take Care of Customers
- Overview of Service Characteristics: The Servuction Model

The Role of Marketing in Strategic Planning

- o Nature of High-performance Businesses
- Corporate Strategic Planning
- A Strategic Look at Starbucks Coffee
- Business Strategy Planning
- Unique Challenges of the Hotel Industry

The Marketing Environment

- The Company's Micro-environment
- The Company's Macro-environment
- Managing in Uncertain Times
- Popcorn's Cultural Trends
- Linked Environmental Factors
- Responding to the Marketing Environment

Marketing Information Systems & Marketing Research

- The Marketing Information System
- A "Questionable" Questionnaire
- Research Problem Areas
- The Internet: A Great Source of Marketing Information
- Marketing Research in Small Business
- Marketing Research in Smaller Organizations

Consumer Markets & Consumer Buying Behaviour

- A Model of Consumer Behaviour
- Personal Characteristics Affecting Consumer Behaviour
- Senior Consumers
- The San Diego Padres Baseball Club
- The Buyer Decision Process
- Unique Aspects of Hospitality & Travel Consumers

Organizational Behaviour of Group Market

- The Organizational Buying Process
- Participants in the Organizational Buying Process
- Major Influences on Organizational Buyers
- Organizational Buying Decisions
- Group Business Markets
- Dealing with Meeting Planners
- The Corporate Account & Corporate Travel Manager

Market Segmentation, Targeting, and Positioning

- Markets
- Market Segmentation
- Jollibee: A Regional Fast Food Chain
- Targeting Families by Targeting Kids
- Market Targeting
- “Elite-Napping” the Business Traveller
- Market Positioning
- Airline Positioning: Southwest Airlines

Designing & Managing Products

- What is a Product?
- Product Levels
- Augmented Product
- Brand Decisions
- New Product Development
- The National Food Laboratory Helps Restaurants Develop New Products & Improve Existing Products
- Restaurants & Hotels Develop New Product Ideas
- Product Development Through Acquisition
- Product Life-cycle Strategies

Internal Marketing

- Internal Marketing
- When Employee Communications go Against Customer Expectations
- The Internal Marketing Process
- Nonroutine Transactions

Building Customer Loyalty Through Quality

- Defining Customer Value & Satisfaction
- Tracking Customer Satisfaction
- Relationship Marketing
- Retaining Customers
- The Link Between Marketing & Quality
- What is Quality?
- Benefits of Service Quality
- Developing a Service Quality Program
- The Five-gap Model of Service Quality
- Forecasting Market Demand

Pricing Products: Pricing Considerations, Approaches, and Strategy

- Price
- Factors to Consider When Setting Prices
- Aspen Skiing Company Knows Out-of-State Visitors are Less Price Sensitive
- General Pricing Approaches
- Pricing Strategies
- Segmented Pricing: The Right Product to the Right Customer at the Right Time for the Right Price
- Price Fixing
- Other Pricing Considerations
- Price Changes
- The Internet Makes it Easy for Customers to Find Price Information

Distribution Channels

- Nature & Importance of Distribution Systems
- Nature of Distribution Channels
- Marketing Intermediaries
- Top Ten Ideas for Working with Travel Agents
- Channel Behaviour & the Organization
- The Hilton Model
- Restaurant Franchising
- Selecting Channel Members
- Responsibilities of Channel Members & Suppliers
- Business Location

Promoting Products: Communication & Promotion Policy & Advertising

- The Communication Process
- Thank You – A Great Personal Communication
- Establishing the Total Marketing Communications Budget
- Managing & Coordinating Integrated Marketing Communications
- Southwest Airlines
- Manage the Integrated Marketing Communication Process
- Advertising
- How Does an Advertising Agency Work?
- Major Decisions in Advertising
- Association Advertising

Promoting Products: Public Relations & Sales Promotion

- Public Relations
- Taco Bell Provided Example of Creative Publicity
- Major Activities of PR Departments
- Publicity
- Singapore Suntec Centre
- The Public Relations Process
- Major Tools in Marketing PR
- Public Relations Opportunities for the Hospitality Industry
- Crisis Management
- Sales Promotion
- Local Store Marketing

Electronic Marketing: Internet Marketing, Database Marketing, and Direct Marketing

- Internet Marketing
- Using the Web to Market Tourism Destinations
- Web Site Development
- Business-to-Business E-commerce
- Developing a Marketing Database System
- Using your Database for Customer Research: Defining the Power of Your Loyal Customers
- Gazelle Systems Brings Database Marketing to Restaurants
- Manhattan East Suite Hotels Gives Customers What They Want Before They Ask
- Direct Marketing

Professional Sales

- Management of Professional Sales
- Nature of Hospitality Sales
- Sales Force Objectives
- Sales Force Structure & Size
- Organizing the Sales Department
- Relationship Marketing & Strategic Alliances
- Recruiting & Training a Professional Sales Force
- Managing the Sales Force

Destination Marketing

- The Globalization of the Tourist Industry
- Importance of Tourism to a Destination's Economy
- Stop the Brutal Marketing
- Tourism Strategies & Investments
- Gambling on Central City
- Segmenting & Monitoring the Tourist Market
- Maryland Office of Tourism Development Case Study
- Communicating with the Tourist Market
- Organizing & Managing Tourism Marketing
- National Tourism Organizations: How They Work

Next Year's Marketing Plan

- Purpose of a Marketing Plan
- Section I: Executive Summary
- Section II: Corporate Connection
- Section III: Environmental Analysis & Forecasting
- Section IV: Segmentation & Targeting
- Section V: Next year's Objectives & Quotas
- Section VI: Action Plans: Strategies & Tactics
- Pricing Strategy
- Section VII: Resources Needed to Support Strategies & Meet Objectives
- Section VIII: Marketing Control
- Section IX: Presenting & Selling the Plan
- Section X: Preparing for the Future

Reading List

Main Text:

Marketing for Hospitality & Tourism (3rd edition) – P. Cotler, J. Bowen & J. Makens (Prentice Hall)