

COURSE PLAN (Fall 2014)

PROGRAM	:	Higher Diploma in Hotel Operations Management
COURSE TITLE	:	<u>Hospitality Marketing, Sales and Advertising</u>
DURATION	:	2 weeks
NO. HOURS	:	40
PARTICIPANTS	:	Sem1 students
PLACE	:	Bellevue Hotel
LECTURER	:	Dr. Panayotis Zamaros, Professor

GENERAL OBJECTIVE

At the end of the program, students will be able to apply the organizational relational approach to establish crucial links between a hospitality outlet and its stakeholders, notably its consumers, in line with organizational strategies and business objectives.

COMPETENCIES

Specific Objectives: at the end of the course students will be able to:

- Apply the relational approach to understand the behaviors of hospitality outlets and that of their guests
- Develop tools to analyze guest behaviors.
- Develop tools to analyze hotelier behavioral bases.
- Assess the marketing practices of hoteliers

PROGRAMME

The course covers the following parts:

- The Relational Approach: its application and relation with strategic marketing management
- The guests: their behavior as consumers
- The hoteliers: the development of a behavioral base and its expression

CHRONOLOGY

Day	lesson	PROGRAM TOPICS
1	1	Course Introduction and logistics
	2	<u>Part 1: The Relational Approach</u> 1.The Relational Approach Explained Purpose: articulate demand with supply through behavioral analysis
	3	<i>Application: McDonald's</i>
	4	2. The Relational Approach and Strategic Management Purpose: use findings from behavioral analysis to develop strategies
2	5	<u>Part 2: The Guests</u> 3. Guests and Consumption Purpose: map the study of guest behavior

	6	4. Learning about Guests Purpose: develop guest consumption research tools and methods
	7	<i>Activity: learning about guests: purpose and target sample</i>
	8	<i>Activity: learning about guests: developing tools</i>
3	9	5. Acquiring, Disposing, Recycling and Reusing Purpose: describe the cycle of consumption
	10	6. The Meaning and Nature of Culture Purpose: understand the importance of culture in determining habits
	11	7. Consumer Personality, Lifestyles and Consumption Cultures Purpose: delimit consumer personalities – the guest mix
	12	8. Consumer Attitudes Cultures Purpose: explore attitudes
4	13	9. Segments Purpose: develop segments to cluster behaviors
	14	10. Demand Purpose: develop simple and effective forecasting methods
	15	<i>Activity: learning about guests: developing profiles</i>
	16	<i>Activity: learning about guests: forecasts</i>
5	17	11. Perception, Worlds of Sensations Purpose: understand the role of perception in consumption
	18	12. Experience, Learning and Knowledge Purpose: account for knowledge in consumption
	19	Exam 1: guest behaviors
	20	Exam 1: guest behaviors
6	21	Part 3: The Hoteliers 13. Hotelier behavior base Purpose: establish the base commanding the behavior of hospitality outlets
	22	14. Learning about hoteliers Purpose: develop tools to research hotelier behavioral base (aka marketing mix)
	23	<i>Activity: learning about hoteliers: purpose and target sample</i>
	24	<i>Activity: learning about hoteliers: developing tools</i>
7	25	15. Behavioral base 1 – choice of product & supply Purpose: account for the various hospitality products
	26	16. Behavioral base 2 – distribution channel Purpose: account ways hospitality products are offered
	27	17. Behavioral base 3 – points of sale Purpose: detail hospitality outlets as points-of-sale
	28	18. Behavioral base 4 – product price Purpose: discuss prices and price-setting methods
8	29	19. Behavioral base 5 – promotional goals Purpose: account for analog and digital promotional means
	30	<i>Activity : establishing the behavioral base</i>
	31	<i>Activity : establishing the behavioral base</i>
	32	20: Advertising and the advertising mix Purpose: explore meaning transference in analog and digital advertising means
9	33	Exam 2: hotelier behavioral base
	34	Exam 2: hotelier behavioral base
	35	<i>Activity : advertising and documentary analyses</i>
	36	<i>Activity : advertising and documentary analyses</i>
10	37	21: Advertising practices

		Purpose: discuss the ethics and laws related to advertising
	38	22: International hospitality marketing & culture Purpose: discuss global aspects
	39	Exam 3: an assessment of hotelier marketing practices
	40	Exam 3: an assessment of hotelier marketing practices

METHODOLOGY

Lectures, in-class activities, research

TECHNICAL AIDS

Power point slides

ASSESSMENT

Exam 1 (25%): *students are invited to use consumer behavior tools to identify guest patterns and habits related to hospitality products offered at Lenk.* Format: the individual presentation is to last about 15 min. Equipment: computer/memory key.

Exam 2 (25%): *students are invited to use hotelier behavior tools to establish the behavioral base of a hospitality outlet in Lenk.* Format: the individual presentation is to last about 15 min. Equipment: computer/memory key.

Exam 3 (25%): *students are invited to use hotelier behavior tools to assess the marketing activities of a hospitality outlet in Lenk.* Format: the individual presentation is to last about 15 min. Equipment: computer/memory key.

Participation (25%): full class attendance, initiative and participation yield full marks.

Passing mark: 60%

COURSE SUPPORTING DOCUMENTATION, WEBSITES

www.zamaros.net

BIBLIOGRAPHY

Robert D. Reid, David C. Bojanic (2010): *Hospitality Marketing Management*, Wiley

Bowie David, Buttle, Francis (2011): *Hospitality Marketing: An Introduction*, Routledge

Churchill, Jr. Gilbert A., Iacobucci Dawn (2010): *Marketing Research: Methodological Foundations*, Cengage Learning

Panayotis Zamaros (2011): *Organizational Behavioral Studies. The Relational Approach*, CreateSpace