

Course Title (Code)	HTM307 Marketing in Hospitality and Tourism Business		Instructor(s)	Dr. Raweewan Proyrungroj
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Class Style	Lecture		Office Hours	Monday between 1.00-5.00 pm.
Track	Hospitality and Tourism Management		Mode of Instruction	Lecture and active learning
Credits	2 credits		Allocated Year	Fall 2024
Active Learning	Category 1- (3) Written paraphrases and summaries (6) Response/reaction Category 2 -(3) Presentation and reverse (4) Surveys and interviews Category 3- (2) Pause for reflection Category 4 -(1) Interactive lectures (3) Free discussions (6) Jigsaw activities (9) Group work on questions		Compulsory or Elective	Compulsory
Course Overview	<p>This course serves as an introduction to the fundamental principles and applications of marketing within the context of the hospitality and tourism industry. Students will explore the core concepts of marketing and their specific relevance to this dynamic field, gaining insight into diverse marketing strategies. The course covers essential topics such as foundational marketing principles, the marketing system, effective market segmentation, targeting strategies, and a comprehensive understanding of the 8 Ps - the marketing mix within hospitality and tourism. Beyond theoretical knowledge, this course is designed to cultivate critical thinking abilities among students, enabling them to analyze and apply marketing theories and concepts within real-world scenarios in the hospitality and tourism sector. Emphasis is placed on leveraging these marketing strategies to attain a competitive edge in the industry, equipping students with practical skills and a strategic mindset necessary for success in this dynamic field.</p>			
Course Objectives	<p>In this course, students will learn about introduction to tourism and be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the concepts of marketing and apply it in hospitality and tourism business</li> <li>2. Analyze the roles and significance of marketing in hospitality and tourism business</li> <li>3. Analyze the individual roles of each element within the marketing mix and explore their synergistic application with other components to drive organizational competitiveness and achieve a strategic advantage</li> <li>4. Develop marketing strategies which are best suited to the hospitality organization and apply them.</li> </ol>			
Prerequisite				
Course Schedule	No	Contents		Homework
	1	Syllabus and introduction to the course topics <i>Understand the syllabus and an overview of the course</i>  <b>Chapter 1: Introduction to Marketing in Hospitality and Tourism industry</b> <i>Explain Scope of marketing, definition of marketing, evolutionary concepts of marketing</i>		Answer the homework sheet. Read the course materials for Week 2.
	2	<b>Chapter 1: Introduction to Marketing in Hospitality and Tourism Industry (cont'd)</b> Explain Core principles of hospitality marketing and marketing system in the hospitality and tourism industry		Answer the homework sheet. Read the course material for Week 3

	3	<b>Chapter 1: Introduction to Marketing in Hospitality and Tourism Industry (cont'd)</b> <i>Prepare for the presentation of the implementation of marketing concepts in hospitality and tourism businesses.</i>	Answer the homework sheet. Read the course materials for Week 4 Prepare for the presentation
	4	<b>Chapter 1: Introduction to Marketing in Hospitality and Tourism Industry (cont'd)</b> <i>Give a presentation on the implementation of marketing concepts in hospitality and tourism businesses.</i>	Answer the homework sheet. Read the course materials for Week 5
	5	<b>Chapter 2: Marketing Segmentation and Targeting</b> <i>Explain Definition of market segmentation and targeting, market-coverage strategies, benefits of market segmentation and targeting</i>	Answer the homework sheet Read the course materials for Week 6
	6	<b>Chapter 2: Marketing Segmentation and Targeting (cont'd)</b> <i>Outline segmentation approaches and criteria for selecting target markets</i>	Answer the homework sheet. Prepare for the test
	7	Test (Chapters 1-2)	Read the course materials for Week 8.
	8	<b>Chapter 3: Product</b> <i>Explain Product life cycle (PLC) and new product development</i>	Answer the homework sheet. Read the course materials for Week 9
	9	<b>Chapter 4: Pricing</b> <i>Explain Roles of pricing, factors influencing pricing and pricing approaches</i>	Answer the homework sheet. Read the course materials for Week 10
	10	<b>Chapter 5: Place</b> <i>Introduce Distribution channels for hospitality and tourism products</i>	Answer the homework sheet. Read the course materials for Week 11
	11	<b>Chapter 6: Partnership and people</b> <i>Explain types of partnership in hospitality industry, and approaches for managing people in hospitality and tourism industry</i>	Answer the homework sheet. Prepare for the test
	12	Test (Chapters 3-6)	Read the course materials for Week 13
	13	<b>Chapter 7: Packaging and programing</b> <i>Explain meaning and components of post-tourist experiences and concepts and theories of post-tourist experiences</i>	Answer the homework sheet. Read the course materials for Week 14
	14	<b>Chapter 8: Promotion</b> <i>Explain roles of promotion and promotional mix</i>	Answer the homework sheet. Read the course materials for Week 15
	15	<b>Chapter 8: Promotion (cont'd)</b> <i>Explain roles of promotion and promotional mix Review for the final examination</i>	Prepare for the final examination
Grading	<p>Grades will be determined as follows:</p> <ul style="list-style-type: none"> <li>- Attendance 10%</li> <li>- Tests 20%</li> <li>- Oral presentations (group presentations) 10%</li> <li>- Review questions 10%</li> <li>- Participation (i.e. answering the questions, sharing opinions, asking questions) 5%</li> <li>- Homework 10%</li> <li>- Final examination 35%</li> </ul>		

Textbooks	Course materials prepared by the lecturer.
References	<p>Morrison, Alastair M. (2010). <i>Hospitality and Travel Marketing</i>, (4<sup>th</sup> ed.). New York: Delmar Thomson Learning.</p> <p>Morrison, Alastair M. (2022). <i>Tourism Marketing in the Age of Consumer</i>. New York: Routledge.</p>
NOTES	<p><b>Class Preparation and Review</b></p> <p>As with any college class, students are expected to study course materials outside of class. For this class, students should read each assigned reading before coming to class. It will take approximately two hours to look up new vocabulary, identify and comprehend the main concepts, answer homework questions, and prepare for each class meeting. Finally, students should spend about one hour before class reviewing their notes from previous classes, writing down any questions they have about the lesson, and doing additional research to prepare for class discussion.</p> <p>In other words, students are expected to spend at least one hour preparing for every hour of lesson, and one hour reviewing and doing Homework. Therefore, because we meet for 90 minutes per week, you should be doing at least 180 minutes preparing and reviewing each week.</p>