

<b>Course Title</b>	Marketing for Hospitality & Tourism			
<b>Course Code</b>	TTOU-110			
<b>Course Type</b>	This course serves as both Elective and Requirement, according to the program.			
	Hospitality Diploma/Bachelor		Requirement	
	All Programs		General Elective	
<b>Level</b>	Bachelor (1 <sup>st</sup> Cycle)			
<b>Year / Semester</b>	Year 1, B' Semester			
<b>Teacher's Name</b>	Dr Kyrillos Nocilaou			
<b>ECTS</b>	6	<b>Lectures / week</b>	3	<b>Laboratories / week</b>
<b>Course Purpose and Objectives</b>	<p>The purpose of the course is to assist students in developing an understanding of the key concepts and principles of marketing. Students will comprehensively review the functions of marketing in the hospitality and tourism industry based upon marketing strategy. The course aims to create an awareness of the challenges that managers' face in a competitive and changing sector. Students will identify best practices in marketing, analyse the market, and assess consumer behaviour, offerings, price, and promotion strategies.</p> <p>Students are expected to:</p> <ul style="list-style-type: none"> <li>• Understand marketing concepts and theories in the hospitality and tourism industry</li> <li>• Explain how changes in the demographic and economic environments affect marketing</li> <li>• Interpret product oriented or customer-oriented marketing</li> <li>• Analyse the effectiveness of the market segmentation strategy</li> <li>• Understand the impact and the drivers of e-marketing</li> <li>• Describe service culture in hospitality and tourism businesses</li> <li>• Evaluate internal marketing concepts that support overall marketing strategy</li> <li>• Prepare a marketing plan for the hospitality and tourism industry</li> </ul>			
<b>Learning Outcomes</b>	<p>Upon completion of this course students will be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate an understanding of marketing concepts and theories, and their application in the hospitality and tourism experience</li> <li>• Understand the role of marketing as a management tool</li> <li>• Discuss the role and components of the marketing mix</li> <li>• Evaluate the promotional mix in hospitality and tourism</li> <li>• Demonstrate an evaluative understanding of current issues associated with hospitality and tourism marketing</li> <li>• Develop a marketing plan</li> <li>• Assess the influences and potentials of e-marketing</li> </ul>			

<b>Prerequisites</b>	None	<b>Required</b>	
<b>Course Content</b>	<ol style="list-style-type: none"> <li>1. Marketing principles and concepts</li> <li>2. Understanding tourism markets</li> <li>3. Strategic marketing planning</li> <li>4. Marketing research, competitor analysis</li> <li>5. SWOT and STEEPLE frameworks</li> <li>6. Consumer behavior and market segmentation</li> <li>7. The marketing mix in hospitality and tourism</li> <li>8. Promotional mix strategies &amp; tactics and communication</li> <li>9. Distribution channels – e-marketing</li> <li>10. Tourism marketing and information technology</li> <li>11. Destination marketing and branding</li> <li>12. Tourism marketing and crises</li> </ol>		
<b>Teaching Methodology</b>	The course is delivered through lectures, demonstrations, and group discussions. Add any other method that you use during your lectures		
<b>Mode of delivery</b>	Face to face.		
<b>Bibliography</b>	<b>Required</b>		
	Kotler, T. P., Bowen, T. J., Makens, J. Baloglu, S. (2017). Marketing for Hospitality and Tourism. London: Pearson.		
	<b>Recommended</b>		
	Armstrong, G., Kotler, P. (2016). Marketing: An Introduction. London: Pearson. Kerin, A. R., Hartley, S. W. (2016). Marketing. New York: McGraw-Hill Education.		
<b>Assessment</b>	The following assessment methods are employed to assess this course:		
	30 – 50 %	Final Exam	
	20 – 40 %	Mid –Term / Tests / Quizzes	
	10 – 30 %	Assignments / Projects	
	0 – 10 %	Class Attendance & Participation	
<b>Language</b>	English		