

Course Title	Marketing for Hospitality & Tourism			
Course Code	TTOU-110			
Course Type	This course serves as both Elective and Requirement, according to the program.			
	Hospitality Diploma/Bachelor		Requirement	
	All Programs		General Elective	
Level	Bachelor (1 st Cycle)			
Year / Semester	Year 1, B' Semester			
Teacher's Name	Achilleas Karayiannis			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	<p>Course Purpose:</p> <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, analyze the market, and assess consumer behavior, offerings, price, and promotion strategies.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Understand marketing concepts and theories and explain how changes in the demographic and economic environments affect the hospitality and tourism industry, • Examine the effectiveness of product oriented or customer-oriented marketing, the market segmentation strategy and the impact and the drivers of e-marketing • Describe service culture and internal marketing concepts in hospitality and tourism businesses 			
Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of marketing concepts and theories, and its role as a management tool in the hospitality and tourism experience. • Discuss the role and components of the marketing mix and the influences and potentials of e-marketing. • Develop a marketing plan. 			

Prerequisites	None	Required									
Course Content	<ol style="list-style-type: none"> 1. Marketing principles and concepts 2. Understanding tourism markets 3. Strategic marketing planning 4. Marketing research, competitor analysis 5. SWOT and STEEPLE frameworks 6. Consumer behavior and market segmentation 7. The marketing mix in hospitality and tourism 8. Promotional mix strategies & tactics and communication 9. Distribution channels – e-marketing 10. Tourism marketing and information technology 11. Destination marketing and branding 12. Tourism marketing and crises 										
Teaching Methodology	The course is delivered through lectures, demonstrations, and group discussions. Add any other method that you use during your lectures										
Mode of delivery	Face to face.										
Bibliography	Required										
	Kotler, P., Bowen, J. & Baloglu, S. Marketing for Hospitality and Tourism (7 th ed.) Pearson										
	Recommended										
	Armstrong, G., Kotler, P. Marketing: An Introduction (14 th ed.) London: Pearson.										
Assessment	The following assessment methods are employed to assess this course:										
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">30 – 50 %</td> <td style="width: 50%; text-align: center;">Final Exam</td> </tr> <tr> <td style="text-align: center;">20 – 40 %</td> <td style="text-align: center;">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td style="text-align: center;">10 – 30 %</td> <td style="text-align: center;">Assignments / Projects</td> </tr> <tr> <td style="text-align: center;">0 – 10 %</td> <td style="text-align: center;">Class Attendance & Participation</td> </tr> </table>			30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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Language	English										