

<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.									
	<table border="1"> <tr> <td>Hospitality Diploma/Bachelor</td> <td>Requirement</td> </tr> <tr> <td>Culinary Diploma</td> <td>General Elective</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Diploma/Bachelor	Requirement	Culinary Diploma	General Elective	All Programs	General Elective		
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<b>Level</b>	Diploma (Short Cycle)									
<b>Year / Semester</b>	Year 1, B' Semester									
<b>Teacher's Name</b>	Achilleas Karayiannis									
<b>ECTS</b>	6	<b>Lectures / week</b>	3	<b>Laboratories / week</b>						
<b>Course Purpose and Objectives</b>	<p><b>Course Purpose:</b></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><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Understand marketing concepts and theories and explain how changes in the demographic and economic environments affect the hospitality and tourism industry,</li> <li>• Examine the effectiveness of product oriented or customer-oriented marketing, the market segmentation strategy and the impact and the drivers of e-marketing</li> <li>• Describe service culture and internal marketing concepts in hospitality and tourism businesses</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 its role as a management tool in the hospitality and tourism experience.</li> <li>• Discuss the role and components of the marketing mix and the influences and potentials of e-marketing.</li> <li>• Develop a marketing plan.</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, P., Bowen, J. & Baloglu, S. Marketing for Hospitality and Tourism (7 <sup>th</sup> ed.) Pearson										
	<b>Recommended</b>										
	Armstrong, G., Kotler, P. Marketing: An Introduction (14 <sup>th</sup> ed.) London: Pearson.										
<b>Assessment</b>	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%;">Final Exam</td> </tr> <tr> <td style="text-align: center;">20 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td style="text-align: center;">10 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td style="text-align: center;">0 – 10 %</td> <td>Class Attendance &amp; 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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<b>Language</b>	English										