

ITEM	
1. Title of subject	Marketing In The Hospitality Industry
2. Subject code	270
3. Status of subject	Core Subject
4. Stage	Diploma
5. Credit Hour	5.71 hours
6. Pre-Requisite	None
7. Assessment	100% Final Examination
8. Semester	Semester 2
9. Objective of subject	<p>At the completion of this course, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Explain how marketing activities in the hospitality industry address the needs of many different types of buyers.</li> <li>• Describe the value of segmentation for marketing in the hospitality industry.</li> <li>• Describe and differentiate the characteristics of business and pleasure travel market segments.</li> <li>• Describe channels of distribution within the hospitality industry.</li> <li>• Describe vertical, horizontal, backward, and forward integration in the hospitality industry.</li> <li>• Explain why hospitality companies need flexible marketing strategies.</li> <li>• Describe how marketing efforts benefit from a zero-base budgeting process.</li> <li>• Explain the purpose of marketing research and describe types of marketing research.</li> <li>• Describe common sales tools and procedures used in hotel sales departments.</li> <li>• Identify the role of customer service within marketing.</li> <li>• Discuss the hierarchy of customers.</li> <li>• Summarize advertising types and themes, and describe examples of hospitality industry advertising campaigns.</li> <li>• Describe public relations.</li> <li>• Explain the keys to successful promotions.</li> <li>• Describe the origins of data base marketing and summarize keys to successful data base marketing.</li> <li>• Delineate the role of electronic marketing.</li> </ul>

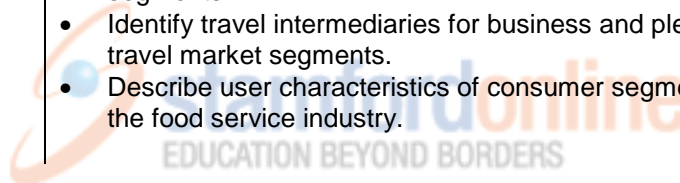
	<ul style="list-style-type: none"> <li>• Define “packaging,” and explain packaging benefits to consumers and hospitality firms.</li> <li>• Describe types of collateral materials used in the hospitality industry.</li> <li>• Define “pricing” and explain the importance of offering consumers price ranges and choices in hospitality products and services.</li> <li>• Give examples of how pricing strategies and yield management are used to maximize revenue.</li> <li>• List the major components of a marketing budget.</li> </ul>						
<p><b>10. Synopsis of subject</b></p>	<p>This course is designed to provide students with a basic understanding of marketing in hospitality industry.</p>						
<p><b>11. Details of subject</b></p>	<table border="1"> <thead> <tr> <th data-bbox="534 667 1300 730">Contents</th> <th data-bbox="1300 667 1421 730">Hours</th> </tr> </thead> <tbody> <tr> <td data-bbox="534 730 1300 852"> <p><b>Topic:</b> <b>Chapter 1: UNDERSTANDING THE HOSPITALITY INDUSTRY</b></p> </td> <td data-bbox="1300 730 1421 852"> <p>4</p> </td> </tr> <tr> <td data-bbox="534 852 1300 1375"> <p><b>Learning Outcomes:</b></p> <p>At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify the major sectors of the hospitality industry.</li> <li>• Describe the rise of brands within the hospitality industry.</li> <li>• Identify the many different audiences marketing must address, and explain how marketing activities in the hospitality industry address the needs of many different types of buyers.</li> <li>• Explain why a consumer’s perspective of the hospitality industry changes in relation to the purpose for venturing away from home.</li> </ul> </td> <td data-bbox="1300 852 1421 1375"></td> </tr> </tbody> </table>	Contents	Hours	<p><b>Topic:</b> <b>Chapter 1: UNDERSTANDING THE HOSPITALITY INDUSTRY</b></p>	<p>4</p>	<p><b>Learning Outcomes:</b></p> <p>At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify the major sectors of the hospitality industry.</li> <li>• Describe the rise of brands within the hospitality industry.</li> <li>• Identify the many different audiences marketing must address, and explain how marketing activities in the hospitality industry address the needs of many different types of buyers.</li> <li>• Explain why a consumer’s perspective of the hospitality industry changes in relation to the purpose for venturing away from home.</li> </ul>	
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	<p><b>Activity:</b></p> <p><b>Individual/Group Work</b></p> <p>Optional assignments:</p> <ul style="list-style-type: none"> <li>• Describe how your needs as a consumer change as your purpose of travel changes.</li> <li>• Explain what you look for in a hospitality industry product or services and who best meets those needs.</li> <li>• Have you developed a brand preference, be it for an airline, hotel/motel company, or food service company, and are you a loyalist?</li> <li>• Which hospitality company is doing the best job of meeting your needs? Describe those needs and how they are (or why some of them are not) being fulfilled.</li> <li>• List your preferred hospitality “brands” and state how these brands identify with your needs.</li> </ul> <p><b>Further reading for this lesson:</b></p> <ul style="list-style-type: none"> <li>• Specific marketing strategies</li> <li>• The importance of brands</li> <li>• The diverse types of markets that must be addressed and the manner in which effective hospitality marketing speaks to these markets</li> </ul>	
<p><b>Week 2</b></p>	<p><b>Topics:</b></p> <p>1) <b>Chapter 2: MARKET SEGMENTATION AND THE HOSPITALITY INDUSTRY</b></p> <p>2) <b>Chapter 3: POSITIONING IN LINE WITH CONSUMER PREFERENCES</b></p>	<p>4</p>

**Learning Outcomes:**

At the end of the lesson, the students should be able to:

1. Describe the value of geographic segmentation for marketing in the hospitality industry.
  2. Explain how feeder cities and city pairs may help focus a company's marketing efforts.
  3. Distinguish destination cities from destination markets.
  4. Describe the value of demographic customer profiles for marketing in the hospitality industry.
  5. Explain how the knowledge gained from benefit and need segmentation can bring hospitality marketers and operations managers into close working relationships.
- Describe the value of psychographic segmentation for marketing in the hospitality industry.
  - Explain how combining different market segmentation techniques provides valuable research tools for marketing in today's hospitality industry.
  - Distinguish end users from intermediaries in the travel and hospitality market.
  - Describe characteristics of business travel market segments.
  - Describe characteristics of pleasure travel market segments.
  - Identify travel intermediaries for business and pleasure travel market segments.
  - Describe user characteristics of consumer segments in the food service industry.



	<p><b>Activity:</b></p> <p><b>Individual/Group Work</b></p> <p>The following are some optional assignments you may want to give to your students:</p> <ol style="list-style-type: none"> <li>1. Define the market segments you fall into as a consumer in the hospitality industry.</li> <li>2. Identify three destination cities that have emerged over the past 50 years, and state why they are destination cities.</li> <li>3. Name three sets of city pairs, based on the intercity traffic flow.</li> <li>4. What are the demographic characteristics of the zip code area in which you reside?</li> <li>5. What benefits do you seek and what needs must you have satisfied in a food service facility, and how do these compare with what your parents seek?</li> <li>6. <i>Develop a psychographic profile of yourself and one of your parents (using activities, interests, opinions, etc.), and compare the two.</i></li> <li>7. Ask a travel agent from a local travel agency to discuss:             <ul style="list-style-type: none"> <li>• The needs and travel preferences of business traveler market segments</li> <li>• The needs and travel preferences of pleasure traveler market segments</li> <li>• A travel agency's relationship with other travel intermediaries</li> </ul> </li> </ol>	
	<p><b>Further reading for this lesson:</b></p> <ul style="list-style-type: none"> <li>• Information gathering</li> <li>• Categorization and segmentation</li> <li>• Database management</li> <li>• Techniques for analyzing the data from a marketing perspective</li> </ul>	
<p><b>Week 3</b></p>	<p><b>Topic:</b> <b>Chapter 4: THE CHANNELS OF DISTRIBUTION</b></p>	<p>4</p>

	<p><b>Learning Outcomes:</b></p> <p>At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe channels of distribution within the hospitality industry.</li> <li>• List and briefly describe U.S. and international governmental entities that regulate or influence travel.</li> <li>• Describe vertical, horizontal, backward, and forward integration in the hospitality industry.</li> </ul> <hr/> <p><b>Activity:</b></p> <p><b>Individual/Group Work</b> Optional assignments:</p> <ol style="list-style-type: none"> <li>1. During the purchase of your last trip, how many channels of distribution did you use?</li> <li>2. Select a major hospitality industry firm, and, through its annual reports and other information, determine all of the vertical, horizontal, backward, and/or forward aspects of the hospitality industry in which the firm is involved.</li> <li>3. Visit a travel agency or corporate travel department and view its automated travel system, identifying product/service displays and capabilities.</li> <li>4. Investigate “on-line” travel services on your own computer.</li> </ol> <hr/> <p><b>Further reading for this lesson:</b> Ask a representative of one of the travel management companies to discuss:</p> <ul style="list-style-type: none"> <li>• Domestic and international regulations concerning travel.</li> <li>• The types of services ground operators provide.</li> <li>• The types of services air carriers provide.</li> <li>• The differences between scheduled air carrier service and supplemental air carrier service.</li> </ul>	
<p><b>Week 4</b></p>	<p><b>Topics:</b></p> <ol style="list-style-type: none"> <li>1) <b>Chapter 5: MARKETING IN PERSPECTIVE</b></li> <li>2) <b>Chapter 6: APPLYING KEY MARKETING METHODOLOGIES—MARKETING RESEARCH</b></li> </ol>	<p>4</p>

**Learning Outcomes:**

At the end of the lesson, the students should be able to:

- Explain why hospitality companies need flexible marketing strategies.
- Describe how marketing efforts benefit from a zero-base budgeting process.
- Explain the function of internal and external analyses in determining company needs that marketing can fulfill.
- Describe how the concept of segment profitability applies to the marketing of hospitality products and services.
- Identify some of the key motivational factors of travel retailers and wholesalers that could help shape a hospitality company's marketing efforts.
- Explain the purpose of marketing research, and describe types of marketing research.
- Describe three basic marketing research techniques.
- Delineate five essential "marketing intelligence" tools.
- Describe marketing research presentation tools

**Activity:**

- 1) Ask a hotel marketing and sales manager to discuss:
  - The marketing and sales department's budgeting process.
  - How the hotel targets profitable consumer segments.
  - How marketing strategies are formed at the hotel.
  - How the marketing and sales department and the hotel interact with travel intermediaries.

**Group/Individual Activities**

- 2) Make a list of all the major external environmental factors impacting a hotel or restaurant in your market area. Would any of these suggest a new marketing strategy for the hotel or restaurant?
- 3) Conduct a "focus group" among your classmates on a selected travel product or service.
- 4) Select a travel product or service you are familiar with and locate it on a Marketing Strategy Grid. State the condition of the market and the competitive position of your product or service. Come up with marketing strategies to improve this position.

**Further reading for this lesson:**

NIL

<p><b>Week 6</b></p>	<p><b>Topic:</b>  <b>Revision and Progress Test # 1</b></p> <hr/> <p><b>Learning Outcomes:</b></p> <p>At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand and relate marketing terms and activities in Chapter 1 until 6.</li> </ul> <hr/> <p><b>Activity:</b></p> <ol style="list-style-type: none"> <li>1) Revision Chapter 1- 6</li> <li>2) Progress Test # 1</li> <li>3) Review of Progress Test Answer</li> </ol> <hr/> <p><b>Further reading for this lesson:</b>  Nykiel (2003) Chapter 1 - 6</p>	<p>4</p>
<p><b>Week 7</b></p>	<p><b>Topic:</b></p> <ol style="list-style-type: none"> <li>1) <b>Chapter 7: APPLYING KEY MARKETING METHODOLOGIES—SALES</b></li> <li>2) <b>Chapter 8: APPLYING KEY MARKETING METHODOLOGIES—CUSTOMER SERVICE</b></li> </ol> <hr/> <p><b>Learning Outcomes:</b></p> <p>At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe common sales tools and procedures used in hotel sales and departments.</li> <li>• Summarize three keys to personal selling.</li> <li>• Summarize keys to telephone sales.</li> <li>• Describe the importance of interdepartmental communication to the sales process.</li> <li>• Identify the role of customer service within marketing.</li> <li>• Present a ten-step process to identify problems and solutions for better customer service.</li> <li>• Describe sales from a consumer’s perspective.</li> </ul>	<p>4</p>

	<p><b>Activity:</b></p> <p><b>Individual/Group Work</b></p> <p>The following are some optional assignments you may want to give to your students.</p> <ol style="list-style-type: none"> <li>1. How would you organize a sales office to make maximum use of the time of all salespersons? What could the receptionist or secretary be doing in his or her spare time that could help your sales effort?</li> <li>2. Develop a script for a telephone sales effort that results in a definite booking.</li> <li>3. Visit a local hotel or resort sales office. Review the checklists presented in the chapter and determine if the property's sales department is organized.</li> <li>4. Create a direct mail letter that sells.</li> <li>5. Visit a local hotel's sales office and review all of the functional aspects that have been automated.</li> <li>6. Describe how you would go about recognizing a problem before it becomes real in a hospitality setting.</li> <li>7. List the points of encounter in a typical hotel.</li> <li>8. Create a list of personal attributes you would look for while hiring a customer service employee.</li> <li>9. Think of a problem a customer might have at a hotel and devise a solution to it that is satisfactory to the customer.</li> <li>10. Interview a hotel manager, and ask this person to discuss:             <ul style="list-style-type: none"> <li>• The various points of encounter at his hotel.</li> <li>• The level of internal and external communication</li> <li>• Problem-solving procedures</li> <li>• Satisfying unusual customer requests</li> </ul> </li> </ol>	
	<p><b>Further reading for this lesson:</b> NIL</p>	
<p><b>Week 8</b></p>	<p><b>Topic:</b> <b>Chapter 9: APPLYING KEY MARKETING METHODOLOGIES—ADVERTISING</b></p>	<p>4</p>

	<p><b>Learning Outcomes:</b></p> <p>At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Summarize advertising guidelines, and describe a six-step advertising process that can help you develop a successful advertising campaign.</li> <li>• Describe criteria for selecting an ad agency.</li> <li>• Review the “trade-out” and “barter” concepts.</li> <li>• Summarize advertising types and themes, and describe examples of hospitality industry advertising campaigns.</li> <li>• Discuss the concept of market coverage and media selection.</li> </ul> <p><b>Activity:</b></p> <p><b>Individual/Group Work</b></p> <p>The following are some optional assignments you may want to give to your students.</p> <ol style="list-style-type: none"> <li>1. Select a current hospitality advertisement and analyze it using the criteria presented in the chapter.</li> <li>2. Create a hospitality advertisement, using the criteria presented in the chapter.</li> <li>3. Develop your own advertising checklist or guide, and use it to critique a local hospitality business's advertising efforts.</li> </ol> <p><b>Further reading for this lesson:</b></p> <ul style="list-style-type: none"> <li>• Advertising philosophy</li> <li>• Advertising agency capabilities/services</li> <li>• Advertising strategy</li> <li>• Target audiences</li> <li>• Media plan</li> <li>• Measurement of effectiveness</li> </ul>	
<p><b>Week 9</b></p>	<p><b>Topic:</b></p> <ol style="list-style-type: none"> <li>1) <b>Chapter 10: APPLYING KEY MARKETING METHODOLOGIES—PUBLIC RELATIONS</b></li> <li>2) <b>Chapter 11: APPLYING KEY MARKETING METHODOLOGIES—PROMOTIONS</b></li> </ol>	<p>4</p>

**Learning Outcomes:**

At the end of the lesson, the students should be able to:

- Explain how public relations can be applied, summarize tips for direct-contact public relations, and describe strategies for successfully dealing with the press.
- Describe internal public relations, explain how public relations can be measured, and list examples of hospitality industry publications.
- Explain the keys to successful promotions
- Identify the different types of promotions.
- Describe methods of executing promotions.
- Describe the benefits of internal promotions, identify the elements that determine a successful internal promotion, and cite case examples of good and bad promotions in the hospitality industry.

**Activity:**

**Individual/Group Work**

The following are some optional assignments you may want to give to your students.

1. Conceptualize an “event” and develop a public relations plan to promote the event.
2. Develop an internal public relations program for a local hotel, restaurant, or other hospitality industry firm.
3. Select a negative public relations problem from the local news and develop a defensive public relations effort to resolve the problem.
4. Conduct a public relations audit of a selected hospitality business.
5. Write a press release on a new restaurant or hotel opening.
6. Develop a sample press for a local restaurant or hotel.

**Promotions**

Consider inviting a hotel marketing and sales manager to discuss:

- The keys to successful promotions.
- The types of promotions the hotel uses.
- Strengths and weaknesses of each type of promotion.
- How the hotel reaches its targeted market segments.
- How the hotel creates and executes internal promotions.

	<p><b>Further reading for this lesson:</b>                  On-line information about:</p> <ul style="list-style-type: none"> <li>• The importance of hospitality public relations relative to that of other industries</li> <li>• The publics involved in hospitality PR</li> <li>• PR challenges that are unique to the hospitality industry</li> <li>• Actual cases of offensive and defensive PR</li> <li>• Most effective PR tools</li> </ul>	
<p><b>Week 10</b></p>	<p><b>Topic:</b>  <b>Chapter 12: APPLYING KEY MARKETING                  METHODOLOGIES— DATA BASE MARKETING</b></p> <hr/> <p><b>Learning Outcomes:</b></p> <p>At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe the origins of data base marketing, explain three key elements of data base systems, and summarize keys to successful data base marketing.</li> <li>• Summarize the keys to successful direct mail.</li> <li>• Cite marketing applications for which marketing/direct mail is an effective tool.</li> </ul> <hr/> <p><b>Activity:</b>  <b>Individual/Group Work</b></p> <p>The following are some optional assignments you may want to give to your students.</p> <ol style="list-style-type: none"> <li>1. Save your mail for one week and pull out the pieces that were generated from a database.</li> <li>2. Design a direct mail piece to promote this class to other students.</li> <li>3. Ask your credit card company if it provides your name and address to others for direct mail purposes.</li> <li>4. Develop your own database of “prospects”—in this case, employers that might be interested in hiring you after you graduate.</li> </ol> <hr/> <p><b>Further reading for this lesson:</b>                  NIL</p>	<p>4</p>
<p><b>Week 11</b></p>	<p><b>Topic:</b>  <b>REVISION AND PROGRESS TEST # 2</b></p>	<p>4</p>

	<p><b>Learning Outcomes:</b></p> <p>At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand and relate marketing terms and activities in Chapter 7 until 12.</li> </ul> <p><b>Activity:</b></p> <ol style="list-style-type: none"> <li>1. Revision Chapter 7- 12</li> <li>2. Progress Test # 2</li> <li>3. Review of Progress Test Answer</li> </ol> <p><b>Further reading for this lesson:</b> Nykiel (2003) Chapter 7 - 12</p>	
<p><b>Week 12</b></p>	<p><b>Topic:</b> <b>Chapter 13: APPLYING KEY MARKETING METHODOLOGIES—ELECTRONIC MARKETING</b> <b>Chapter 14: APPLYING KEY MARKETING METHODOLOGIES—PACKAGING</b></p> <p><b>Learning Outcomes:</b></p> <p>At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Delineate the role of electronic marketing.</li> <li>• Describe Internet uses.</li> <li>• Identify key points for web site development.</li> <li>• Discuss email and fax marketing.</li> <li>• Define “packaging,” and explain packaging benefits to consumers and hospitality firms.</li> <li>• Summarize some questions hospitality businesses should ask themselves before participating in a package.</li> <li>• List and briefly describe common types of travel packages</li> </ul>	<p>4</p>

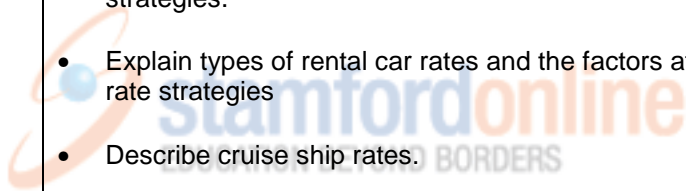
	<p><b>Activity:</b></p> <p><b>Individual/Group Work</b></p> <p>The following are some optional assignments you may want to give to your students.</p> <ol style="list-style-type: none"> <li>1. Visit several online marketing sites and critique their offer and the site itself based on the information in this chapter.</li> <li>2. Identify links to your web site (item 2) that would complement yours and support the sales message you have on your site.</li> <li>3. Create a package based on a theme or event, including the pricing, promotion plan, and identification of the market for your package.</li> </ol> <p><b>Further reading for this lesson:</b> NIL</p>	
<p><b>Week 13</b></p>	<p><b>Topic:</b>  <b>Chapter 15: APPLYING KEY MARKETING          METHODOLOGIES—COLLATERAL          MATERIALS AND PROMOTIONAL SUPPORT</b>  <b>Chapter 16: APPLYING KEY MARKETING          METHODOLOGIES—UNDERSTANDING          RATES AND FARES</b></p>	<p>4</p>



**Learning Outcomes:**

At the end of the lesson, the students should be able to:

- Explain eight key points for preparing and presenting collateral materials.
- Describe several types of collateral materials used in the hospitality industry.
- Give examples of employee motivational programs that help make a property more marketable, and explain how they are used.
- Describe the club concept as a marketing tool and give examples of successful uses of the club concept.
- Explain the different types of room rates charged by hotels.
- Describe ranges of rates set by hotels, identify the purpose of rate strategies, and give examples of strategies based on the grid-positioning concept.
- Describe air carriers' rates and the factors affecting rate strategies.
- Explain types of rental car rates and the factors affecting rate strategies
- Describe cruise ship rates.



	<p><b>Activity:</b></p> <p><b>Individual/Group Work</b></p> <p>The following are some optional assignments you may want to give to your students.</p> <ol style="list-style-type: none"> <li>1. Design a brochure for a local lodging facility. Be sure to include all the key elements.</li> <li>2. Develop a tent card promotion for a food item or beverage for a local restaurant.</li> <li>3. Obtain a local hotel's brochure and analyze its strengths and weaknesses.</li> <li>4. Scan your yellow pages directory and identify three hospitality firms' listings. Analyze each to determine the clarity and effectiveness of the listing.</li> <li>5. Design an "entertainment" promotion piece that can be used in a hotel or restaurant lobby to attract patrons to the lounge.</li> <li>6. <i>Select a menu item from a local restaurant's menu and design a "menu special" insert to promote the item.</i></li> <li>7. Conduct a complete rate survey of a major rental car company in your area.</li> <li>8. Set up defined criteria for how you would price car rentals in your market, including time periods (length of rental), day-of-the-week variables, and classes of cars.</li> <li>9. Price an airline ticket between two cities, and identify all fares available (including all applicable restrictions).</li> </ol> <p><b>Further reading for this lesson:</b> NIL</p>	
<p><b>Week 14</b></p>	<p><b>Topic:</b>  <b>Chapter 17: APPLYING KEY MARKETING METHODOLOGIES—PRICING STRATEGIES</b>  <b>Chapter 18: APPLYING KEY MARKETING METHODOLOGIES—REVENUE MAXIMIZATION</b></p>	<p>4</p>

**Learning Outcomes:**

At the end of the lesson, the students should be able to:

- Define “pricing,” and explain the importance of offering consumers price ranges and choices in hospitality products and services.
- Explain the concept of selling up and some general circumstances under which the technique may be applied.
- Describe the cost-plus theory and its application in selling down.
- Compare the technique of focusing on revenue and profit per unit to that of emphasizing average checks/rates/percentages.
- Summarize the use of the inflation rate-plus factor.
- Explain the importance of making intuitive judgments, and outline the concepts and steps for conducting a breakeven analysis.
- Describe the uses of rate pyramiding.
- Explain how analyzing market segments can help maximize revenue for a hospitality operation.
- Describe how market mix is used to maximize revenue.
- Give examples of how pricing strategies are used to maximize revenue.
- Describe how yield management is used to maximize revenue.
- Identify objectives, strategies, and key tactics of revenue maximization.

**Activity:**

**Individual/Group Work**

The following is an optional assignment you may want to give to your students.

- 1) Analyze the directories and published rates of three hotel chains or individual hotels, and determine if a range is used, if rate pyramiding is applicable, and which appears to offer the greatest opportunity for selling up.
- 2) Select a city in a directory such as Hotel & Travel Index and compare the rack rates of the upscale properties to determine where hotels have positioned themselves.
- 3) Call some of these hotels to find out what their corporate rates are; compare these with their published rack rates.

	<p><b>Further reading for this lesson:</b> NIL</p>	
<b>Week 15</b>	<p><b>Topic:</b> <b>Revision and Progress Test # 3</b></p>	4
	<p><b>Learning Outcomes:</b>  At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Understand and relate marketing terms and activities in Chapter 13 until 18.</li> </ul>	
	<p><b>Activity:</b> 4) Revision Chapter 13- 18 5) Progress Test # 3 6) Review of Progress Test Answer</p>	
	<p><b>Further reading for this lesson:</b> Chapter : 13 - 18 Nykiel (2003)</p>	
<b>Week 16</b>	<p><b>Topic:</b> 1) Chapter 19: PRACTICAL STEPS TO MAXIMIZE MARKETING 2) Chapter 20: THE MARKETING BUDGET</p>	4
	<p><b>Learning Outcomes:</b> At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe several revenue and profit production ideas.</li> <li>• Explain how to distinguish an establishment from its competitors.</li> <li>• Give ten examples of how to secure positive consumer reaction.</li> <li>• Explain five steps you can take to have more competitive marketing.</li> <li>• Provide a guide to preparing a marketing budget.</li> <li>• Describe the various methods used to establish budget parameters.</li> <li>• Delineate the major components of a marketing budget</li> </ul>	

	<p><b>Activity:</b></p> <p><b>Class Activities</b>                  1) Videotape Supplements                  EI videotape supplements to material covered in this session are:                  Curb Appeal: Creating Great First Impressions (15 minutes).</p> <p>2) Create a marketing budget based on the presentation components outlined in the text</p>	
	<p><b>Further reading for this lesson:</b>                  NIL</p>	
<p><b>Week 17</b></p>	<p><b>Topic:</b>                  1) <b>Chapter 22: THE TOTAL CORPORATE/MULTI-UNIT MARKETING</b>                  2) <b>Chapter 23: THE TOTAL CORPORATE/MULTI-UNIT MARKETING PLAN</b></p> <p><b>Learning Outcomes:</b>                  At the end of the lesson, the students should be able to:</p> <ul style="list-style-type: none"> <li>• List the elements of a marketing plan and summarize steps for putting one together.</li> <li>• Describe and use the competitive/market positioning grid</li> <li>• Define zero-base budgeting, identify the four major types of information required to complete a marketing plan, and summarize how this information is obtained</li> <li>• Describe the structure of a marketing plan and summarize tips for putting one together.</li> </ul> <p><b>Activity:</b></p> <p>Identify three hotels that are competing with each other and complete a competitive market positioning grid for each one. What marketing strategies should each take to be more competitive?</p> <p><b>Further reading for this lesson:</b></p> <ul style="list-style-type: none"> <li>• How the marketing and sales department researches the information it needs to put a marketing plan together.</li> <li>• How the hotel decides which market segments to pursue.</li> </ul>	<p>4</p>

<b>Week 18</b>	<b>Topic:</b> <b>1) Chapter 23: MARKETING AND THE LAW</b> <b>2) Chapter 24: MARKETING, OPERATIONS, AND RESEARCH</b>	4
	<b>Learning Outcomes:</b>  At the end of the lesson, the students should be able to: <ul style="list-style-type: none"> <li>• Describe the major federal acts and laws that impact marketing.</li> <li>• Delineate what you cannot do with respect to marketing strategies and pricing.</li> <li>• Identify unfair competitive practices.</li> <li>• Discuss the concept of anti-trust.</li> <li>• Explain how research supports a property's overall marketing effort.</li> <li>• Describe how operations can meet the expectations of guests, and summarize ways to handle guest complaints.</li> </ul>	
	<b>Activity:</b>  <b>Suggested Guest Speakers</b>  Consider inviting a guest speaker to this class session. An appropriate speaker would be a representative from a hospitality company legal department (preferably an attorney who specializes in business law). Ask this person to discuss: <ul style="list-style-type: none"> <li>• The various federal laws pertaining to ensuring fair business practices.</li> <li>• Ways in which these laws are enforced.</li> <li>• State and local laws governing the hospitality industry in your local area.</li> <li>• Notable cases of infractions and the outcome of enforcement procedures.</li> </ul>	
<b>Further reading for this lesson:</b> NIL		
<b>Week 19</b>	<b>Topic: REVISION AND PROGRESS TEST # 4</b>  <b>Learning Outcomes:</b>  At the end of the lesson, the students should be able to: <ul style="list-style-type: none"> <li>• Understand and relate marketing terms and activities in Chapter 19 until 24.</li> </ul>	4

	<b>Activity:</b> 1) Revision Chapter 19- 24 2) Progress Test # 4 3) Review of Progress Test Answer		
	<b>Further reading for this lesson:</b> Chapter: 19 - 24 Nykiel (2003)		
<b>Week 20</b>	<b>Topic: REVISION WEEK</b>		4
	<b>Learning Outcomes:</b> At the end of the lesson, the students should be able to: <ul style="list-style-type: none"> <li>• Understand, relate and marketing terms and activities in Chapter 1 until 26.</li> </ul>		
	<b>Activity:</b> 1. Revision of Chapter 1- 24 2. Trial Exams 3. Review of Trial Exams Answer		
	<b>Further reading for this lesson:</b> Chapter: 1 – 24 Nykiel (2003)		
	<b>Total</b>		80
<b>12. Text</b>	<b>Compulsory</b>	Textbook: Marketing in the Hospitality Industry, Fourth Edition, by Ronald A. Nykiel.	
	<b>Reference</b>	1. Philip Kotler, Principles of Marketing, 7 <sup>th</sup> Edition, Prentice Hall 2. Kotler, Bowen & Moken, Marketing for hospitality and Tourism,(2005) 4 <sup>th</sup> edition, Prentice Hall	