

TQF.3

Hospitality Marketing

Course Specification

Program of Study

B.A. (Hospitality Management, International Program)

Faculty/Institute/College

School of Tourism and Hospitality Management, Suan Dusit Rajabhat University

Category 1: General Information

Course Code

3572107

Course Title

Hospitality Marketing

Number of Credits

3 (3-0-6) (Lecture-Lab-Self-Study)

Prerequisite(s)

None

Co-requisite(s)

None

Type of Course

Core Course

Session

Semester 1 / every academic year

Conditions

Minimum number of students is 9

Venue

Main campus, Suan Dusit Rajabhat University

Latest Date of Course Specification (TQF 3) Development or Modification

Monday, March 11, 2013

Category 2: Aims and Objectives

Course Objectives

The goal of this module is to provide students with issues both theoretical and application aspects of Marketing for Hospitality and Tourism industry. Basically, it will be incorporated with essential services marketing philosophies and practices applied in hospitality and tourism industry. This course, also, will focus on strategic issues to provide broader viewpoints and better understanding on marketing management and marketing planning according to the changing global market environment particularly in hospitality industry nowadays.

Category 3: Course Description and Implementation

3.1 Course Description

Study marketing principles within hospitality issues covering planning, organizing, directing, and analyzing results of marketing programmes, as well as, marketing mix and preparing marketing plans for hospitality industry.

3.2 Number of Hours per Semester

Lecture	Tutorial	Practice/Field Experience/Internship	Self-directed Learning
48 hours	-	-	90 hours

3.3 Number of hours provided for academic advice and guidance to students

- The faculty member provides academic advice and guidance to students (individual/group) 15 hours/week.
- The faculty member announces the advising schedule by **Monday, June 17, 2013**

Category 4: Development of Student Learning Outcomes

4.1 Morality and Ethics

4.1.1 Learning Outcome of Morality and Ethics

- (1) To realize on good values, moral conscience and ethics, to be able to deal with the conflicts that related to profession etiquette.
- (2) To be disciplined, to be on time, and to be self and social responsible with good attitude and behavior.
- (3) To understand and recognize in the contemporary Thai society.
- (4) To have the academic and professional code of ethics

4.1.2 Teaching Strategies of Learning Development in Morals and Ethics

Instructors should try to show students what they need to take into account in deciding what is right or wrong for them to do. Students should be introduced to moral terminologies that should be clear and unambiguous, so they can think and speak clearly and appropriately on moral issues and problems. They can identify what is good or bad on the one hand and what is right and wrong on the other. They can determine what justifies a right act and excuses a wrong one, and might justifiably absolve one from blame when an act is both wrong and inexcusable.

4.1.3 Evaluation Strategies for Learning Outcome of Morals and Ethics

- (1) Evaluate from attending the classes and submitting reports on time and participating class activities.
- (2) Evaluate from students' disciplines.
- (3) Evaluate from quantities of cheating on examination.
- (4) Evaluate from responsibilities on assigned tasks.

4.2 Knowledge

4.2.1 Learning Outcome of Knowledge

- (1) To understand the important principles and theories of Marketing in Hospitality
- (2) To be able to identify and explain marketing specific terms enabling them to actively participate in tourism and hospitality marketing development and implementation
- (3) To be able to integrate knowledge of hospitality marketing with other related fields.
- (4) To be able to conduct in hospitality marketing specific research.

4.2.2 Teaching Strategies for Learning Development of Knowledge

Instructors should teach in many forms by emphasizing on principle of theory and applying real context practice by concerning about changes however teaching should depend on course characteristics and course description. Besides Instructors should arrange learning from real situation by educational training or invitation an expert, a student should practice in work places.

4.2.3 Evaluation Strategies for Learning Outcome of Knowledge

The evaluation will be considered from scores of;

- (1) Testing
- (2) Midterm and Final Examination
- (3) Students' reports
- (4) Presentation
- (5) Cooperative subjects

4.3 Intellectual Knowledge Innovation

4.3.1 Learning Outcome of intellectual knowledge innovation

- (1) To be able to evaluate and analyze data, and able to think critically and systematically in order to find cause, effect, and resolution of the problems in depth.
- (2) To be able to apply methodologies, synthesis, evaluation both practically and theoretically in actual operations
- (3) To be able to suitably apply knowledge and skills with hospitality problem solving skill. A problem solving test is evaluated by standardized test. A student should explain the concept of problem solving, apply the knowledge for each problem, and able to adapt innovation technology to the profession and related fields.

4.3.2 Teaching Strategies for Learning Development of Cognitive Skills

Teaching strategies that are employed for cognitive skills development are;

- (1) Hospitality business case study
- (2) Group discussion
- (3) Practices
- (4) Debate

4.3.3 Evaluation Strategies for Learning Outcome of Cognitive Skills

The results of evaluation are derived from the student's outcomes and practices such as presentation in class, examination by testing and interviewing, and class observation.

4.4 Interpersonal Communication Skills

4.4.1 Learning Outcome of Interpersonal Skills and Responsibility

- (1) To be able to work with others and solve the problems both as a good leader and a good team member.

- (2) To be able to apply knowledge to lead society in the right ways.
- (3) To be responsible on self and social awareness.
- (4) To develop continuously on professional learning improvement based on international criterion.

The other qualifications will be assessed by observing class participation.

4.4.2 Teaching Strategies for Learning Development of Interpersonal Skills and Responsibility

- (1) Demonstrate the ability to work with others.
- (2) Demonstrate the responsibility on delegated work.
- (3) Be able to suitably adapt to situation and organizational culture of work places.
- (4) Demonstrate the human relationship.
- (5) Demonstrate the leadership.

4.4.3 Evaluation Strategies for Learning Outcome Evaluation of Interpersonal Skills and Responsibility

A student's behavior and expression are evaluated from group presentation, activity participation, and entirety, obviousness, and accuracy of information.

4.5 Numerical Analysis and Information Technology Skills

4.5.1 Learning Outcome of Numerical Analysis, Communication, and Information Technology Skills

- (1) To be able to apply Thai and Foreign languages effectively when communicate both academically and professionally.
- (2) To be able to communicate effectively with foreigners from different culture in different situation.
- (3) To be able to use information technology suitably in different operations.
- (4) To be able to analyze and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

4.5.2 Teaching Strategy for Learning Development of Numerical Analysis, Communication, and Information Technology Skills

The university should arrange learning activities for students to analyze simulated situation, present problem solving, and learn the techniques of information technology application in many situations.

4.5.3 Evaluation Strategies for Learning Outcome Evaluation of Numerical Analysis, Communication, and Information Technology Skills

Evaluate the ability in applying theories and selecting the information technology application or related mathematics and statistics for presentation.

Category 5: Teaching and Evaluation Plans

5.1 Course Outline

Week	Topics	Hours	Class content and class activities	Instructor
1	Course Introduction Session/ Introduction to Hospitality Marketing and Marketing Mix	3	Lecture	Ajarn Thanapit Prasertsri
2	Understanding and segmenting customers	3	Lecture and Case study	Ajarn Thanapit Prasertsri
3	The Marketing Environment	3	Lecture and Brainstorming	Ajarn Thanapit Prasertsri
4	The Marketing Environment (Con.)	3	Brainstorming and Group Discussion	Ajarn Thanapit Prasertsri
5	Product for hospitality and Internal Marketing	3	Lecture	Ajarn Thanapit Prasertsri
6	Midterm Assignment Presentation	3	Student presentation	Ajarn Thanapit Prasertsri
7	Pricing for hospitality and tourism	3	Lecture	Ajarn Thanapit Prasertsri
8	Distribution channels for hospitality and tourism	3	Lecture and Group work	Ajarn Thanapit Prasertsri
9	Promotion for hospitality and tourism	3	Lecture and Case study	Ajarn Thanapit Prasertsri
10	E-Marketing for hospitality and tourism	3	Lecture and Case study	Ajarn Thanapit Prasertsri
11	Marketing Planning: The process	3	Mixed Method	Ajarn Thanapit Prasertsri
12	Group Assignment: Case study analysis	3	Brainstorming	Ajarn Thanapit Prasertsri
13	Proposal term project Presentation	3	Discussion	Ajarn Thanapit Prasertsri
14	Group Assignment: Case study analysis	3	Brainstorming	Ajarn Thanapit Prasertsri
15	Term project presentation/Final Examination	3	Student presentation	Ajarn Thanapit Prasertsri

NB. The course is subject to change without prior notice to fit the changing tourism and hospitality circumstances.

5.2 Evaluation Plan

Teaching Method(s)

- Lectures
- Case studies
- Paper presentation
- Discussion
- Assignments
- Final Examination

Teaching Materials

- LCD overhead projector
- PowerPoint
- Handouts
- Text books
- Journals
- Case study

Ratio of mark

Midterm Assignment project 20 %

Attendance 10 %

Punctuality 10 %

Term project 40%

Final Examination 20 %

Total 100 %

Course evaluation

- Students' achievement as indicated above

Category 6: Teaching and Learning Resources

6.1 Main Texts and Teaching Materials

David Bowie, Francis Buttle. (2011). **Hospitality Marketing: Principles and Practice**. 2nd edition. Routledge.

6.2 Essential Teaching Resources:

Philip Kotler, John T. Bowen, James C. Makens. (2010). **Marketing for Hospitality and Tourism**. 5th edition. Pearson.

Victor T.C. Middleton, Alan Fyall, Michael Morgan, Ashok Ranchhod. (2009). **Marketing in Travel and Tourism**. 4th edition. Butterworth-Heinemann publications.

6.3 Recommended Teaching Resources (Books, journals, websites and other documents recommended for hospitality firms)

Category 7: Course Evaluation and Improvement

7.1 Strategies for Course Effectiveness Evaluation by Students

Grade	Percentage	GPA
A	90-100	4.00
B ⁺	85-89	3.50
B	75-84	3.00
C ⁺	70-74	2.50
C	60-69	2.00
D ⁺	55-59	1.50
D	50-54	1.00
F	0-49	0.00

7.2 Strategies for Teaching Evaluation

- Students' satisfaction towards teaching and learning of the course using questionnaires.

7.3 Teaching Improvement

- Increase individual instructor general knowledge, skills, researches, and teaching competency; introduce new instructor models or methodologies.
- Support instructor to study, train, attend academic and professional seminar, international academic conference, and further higher education.

7.4 Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- The ability in being proficient in all managerial aspects of Hospitality Marketing

7.5 Course Review and Improvement Plan for Course Effectiveness

- To assess each and every subject in school curriculum correspondingly to course objectives together with course syllabus and TQF3.
- To follow up and examine academic result of both overall student and individuals, especially, the student with GPA less than standard specified by university criteria.

Instructor(s)

Ajarn Thanapit Prasertsri

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