



Course Specification

Course Title Marketing Hospitality Industry in the 21st Century

Course Code 3571125.....

Semester 2nd Academic Year.... 2018.....

Bachelor of Arts Programme in Hospitality Management
(International Programme)

School of Tourism and Hospitality Management

Suan Dusit University

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Course Specification

Name of institution Suan Dusit University
 Campus/faculty/department School of Tourism and Hospitality Management

Section1 General Information

1. Course code and course title

3571125 Marketing Hospitality Industry in the 21st Century

2. Number of credits

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

3. Curriculum and type of subject

3.1 Bachelor of Arts Programme in Hospitality Management

3.2 Type of Subject Core course

4. Responsible faculty members

4.1 course coordinator..... Assistant Professor Dr. Pimmada Wichasin

4.2 Instructors..... Assistant Professor Dr. Pimmada Wichasin..... Section A1

5. Semester / year of study

Semester 2 Academic year 2018 / Student Year 1

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Venue of study

Suan Dusit University

9. Date of latest revision

1 July 2018

Section 2 Aims and Objectives

1. Aims of the Course

1.1. Knowledge

1.1.1. Understand fundamental concept, theories, roles and functions of hospitality marketing

1.1.2. Understand the demand and supply; marketing environment; marketing mix; digital marketing and contemporary marketing issues in hospitality industry

1.1.3. Understand the strategic marketing, planning and marketing operation within the organization

1.2. Skill

1.2.1. Have skill in strategic marketing for hospitality business

1.2.2. Be able to do critical steps and components of an integrated tourism and hospitality marketing plan

1.2.3. Fluent in communication skill

1.3. Attitude

1.3.1. Have service mind

1.3.2. Have morality, virtue and ethic

2. Objectives of Course Development/Modification

This course aims to provide knowledge of hospitality marketing concept with the ability to implement the theory into practice in order to produce the best hospitality graduate to society.

Section 3: Course Description and Implementation

1. Course Description

Fundamental concept, theories, roles and functions of hospitality marketing; including demand and supply; marketing environment; marketing mix; digital marketing and contemporary issues in hospitality industry as well as strategic marketing, planning and marketing operation within the organization and towards the customers under moral and business ethic

2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
45 hours	-	-	90 hours

3. Number of hours that the lecturer provides individual counseling and guidance

- The faculty member provides academic advice and guidance to students (individual/group) 3 hours/week. Time and date will be informed in the first section.

Section 4 Development of Students' Learning Outcomes

1. Morality and Ethics				2. Knowledge development			3. Intellectual Knowledge Innovation			4. Interpersonal Skills and Responsibility		5. Numerical Analysis and Information Technology Skills			
1.1	1.2	1.3	1.4	2.1	2.2	2.3	3.1	3.2	3.3	4.1	4.2	5.1	5.2	5.3	5.4
●				●				●		○	●			●	

Learning outcomes	Expected outcome	Teaching methods	Evaluation methods
1.Morality and Ethics	1.1.Be aware of morals, ethics, and honesty, 1.2.Be punctual and responsible for oneself and the society, 1.3.Be a leader at the same time as a follower, be able to work in a team and be able to provide solutions to conflicts, 1.4.Be respectful towards other people's right, as	Instructor has a clear grasp of the intended morals and ethical issues in concrete terms, then the instructor will insert those learning outcome of morality and ethics stated throughout the course. Moreover, this would assist the instructor to adjust or adapt those issues to what the students need to achieve. The	-Evaluate from students' disciplines such as punctuality, -Evaluate from responsibilities on assigned tasks, -Evaluate from attending the classes, participating class activities, group discussion.

	well as follow rules and regulations of institution and society.	teaching methods would be consisted of: -The examples of moral and ethical issues in marketing in tourism and hospitality business, - Case study of the situation, involving of moral and ethical issues in hospitality marketing -Discussion of the possible issues of moral and ethical issues in hospitality marketing	
2.Knowledge development	2.1.Understand basic concepts and elements of tourism and hospitality marketing 2.2. Integrate knowledge of hospitality marketing with other related fields	Instructor teaches in many forms by emphasizing on principle of theory and applying real context practice by concerning about changes however teaching will depend on course characteristics and course description	-Final Examination -Individual Presentation - Group presentation -Group discussion -Class Participation - In class revision activity - Pop quiz
3.Intellectual Knowledge Innovation	3.2.To be able to evaluate and analyze data, and able to think critically and systematically in order to find cause, effect, and resolution	-Individual study -Group discussion	The results of evaluation are derived from the student's outcomes and practices such as presentation in class, examination by testing

	of the problems in depth.		and interviewing, and class observation.
4. Interpersonal Skills and Responsibility	4.2. To develop continuously on professional learning improvement based on international criterion.	<ul style="list-style-type: none"> -Demonstrate the ability to work with others. -Demonstrate the responsibility on delegated work. -Be able to suitably adapt to situation and organizational culture of work places. -Demonstrate the human relationship. Demonstrate the leadership 	A student's behaviour and expression are evaluated from group presentation, activity participation, and entirety, obviousness, and accuracy of information.
5. Numerical Analysis and Information Technology Skills	5.1. To be able to apply Foreign languages effectively when communicate both academically and professionally,	Instructors will arrange learning activities for students to analyse simulated situation, present problem solving, and learn the techniques of information technology application in many situations.	Evaluate the ability in applying theories and selecting the information technology application or related mathematics and statistics for presentation.

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Work	Evaluation
1.	1.Course introduction : Course syllabus overview Course objective and evaluation 2. Introduction : Understanding tourism and hospitality marketing	3	Teaching and learning activities 1. Students do the group discuss about the importance of marketing for tourism and hospitality businesses 2. Watch VDO of marketing strategy and discuss about it. 3. Explore the sectors responsible for marketing and discuss what they do Instructional Media: 1. VDO clip 2. Power point 3. Computer 4. Visualizer 5. Personal mobile	1. Perception of students towards marketing 2. The learning of tourism marketing concept 3. The duty and marketing activity in business sectors	1. Group discussion 2. Behavioral observation 3. Class participation 4. Presentation
2.	The marketing environment in tourism and hospitality businesses	3	Teaching and learning activities 1. Lecture about The marketing environment in tourism and hospitality businesses 2. Group practice about analyzing the marketing environment of tourism and hospitality businesses Instructional Media: 1. Power point 2. Computer 3. Visualizer 4. Personal mobile	1. Marketing environment analysis	1. Class participation 2. Class discussion 3. Behavioral observation 4. Presentation

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Work	Evaluation
3.	The marketing environment in tourism and hospitality businesses	3	<p>Teaching and learning activities</p> <ol style="list-style-type: none"> 1.Lecture about The marketing environment in tourism and hospitality businesses 2. Group practice about analyzing the marketing environment of tourism and hospitality businesses <p>Instructional Media:</p> <ol style="list-style-type: none"> 1. Power point 2. Computer 3. Visualizer 4. Personal mobile 	<ol style="list-style-type: none"> 1. Marketing environment analysis 	<ol style="list-style-type: none"> 1.Class participation 2.Class discussion 3. Behavioral observation 4. The assigned work 5.Presentation
4.	Understanding customer and marketing research	3	<p>Teaching and learning activities</p> <ol style="list-style-type: none"> 1. Activity about tourism and hospitality consumer trends 2. Lecture about customer behavior and marketing research 3. Activity about marketing research <p>Instructional Media:</p> <ol style="list-style-type: none"> 1. Power point 2. Computer 3. Visualizer 4. Personal mobile 	<ol style="list-style-type: none"> 1.Trends of tourism and hospitality consumer 2.Marketing research activity 	<ol style="list-style-type: none"> 1.Behavior observation 2.Assigned work 3. Class participation 4. Group work discussion
5.	Segmentation, targeting and positioning	3	<p>Teaching and learning activities</p> <ol style="list-style-type: none"> 1.Lecture about segmentation, targeting and positioning 2. Activity of segmentation, 	<ol style="list-style-type: none"> 1.Segmentation, targeting and 	<ol style="list-style-type: none"> 1.Behavior observation 2.Assigned work 3. Class

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Work	Evaluation
			targeting and positioning Instructional Media: 1. Power point 2. Computer 3. Visualizer	positioning workshop	participation 4. Group work discussion 5.Presentation
6.	Marketing mix : Product and service dimension	3	Teaching and learning activities 1.Lecture about product and service dimension 2. In class activity about tourism and hospitality product and service analysis Instructional Media: 1. Power point 2. Computer 3. Visualizer	1. product and service analysis	1.Individual work 2. Behavior observation 3.Assigned work 4. Class participation 5.Presentation
7.	Marketing mix : Price and place dimension	3	Teaching and learning activities 1.Lecture about price and place dimension 2. In class activity about tourism and hospitality price and place Instructional Media: 1.Personal mobile 2. Power point 3. Computer 4. Visualizer	9.Knowledg e from activity	1.Individual work 2. Behavior observation 3.Assigned work 4. Class participation
8.	Marketing mix : People, process and physical evidence dimension	3	Teaching and learning activities 1.Lecture about people, process and physical evidence dimension 2.Students search for best practice or successful story of people, process and physical evidence dimension	1.Best practice of successful story	1.Group discussion 2. Behavior observation 3.Assigned work 4. Class participation 5.Presentation

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Work	Evaluation
			Instructional Media: 1. Personal mobile 2. Power point 3. Computer 4. Visualizer		
9	Promotional mix: Traditional promotion strategy	3	Teaching and learning activities 1. Lecture about promotional mix in term of traditional promotion strategy 2. Case study discussion about traditional promotion strategy Instructional Media: 1. Personal mobile 2. Power point 3. Computer 4. Visualizer	1. Case study discussion about traditional promotion strategy	1. Group discussion 2. Behavior observation 3. Assigned work 4. Class participation
10.	Promotional mix: Traditional promotion strategy	3	Teaching and learning activities 1. Lecture about promotional mix in term of traditional promotion strategy 2. Case study discussion about traditional promotion strategy Instructional Media: 1. Personal mobile 2. Power point 3. Computer 4. Visualizer	1. Case study discussion about traditional promotion strategy	1. Group discussion 2. Behavior observation 3. Assigned work 4. Class participation
11.	Promotional mix : Digital promotion strategy	3	Teaching and learning activities 1. Lecture about promotional mix in term of digital promotion strategy 2. Case study discussion about traditional promotion strategy	1. Presentation about digital promotion strategy	1. Behavior observation 2. Assigned work 3. Class participation 4. Presentation

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Work	Evaluation
			Instructional Media: 1. Personal mobile 2. Power point 3. Computer 4. Visualizer		
12	Promotional mix : Digital promotion strategy	3	Teaching and learning activities 1. Lecture about promotional mix in term of digital promotion strategy 2. Case study discussion about traditional promotion strategy Instructional Media: 1. Personal mobile 2. Power point 3. Computer 4. Visualizer	1. Presentation about digital promotion strategy	1. Behavior observation 2. Assigned work 3. Class participation 4. Presentation
13	Integrate marketing communication	3	Teaching and learning activities 1. Lecture about integrate marketing communication 2. Best practice of IMC Instructional Media: 1. Power point 2. Computer 3. Visualizer 4. Personal mobile	1. Best practice of IMC	1. Individual presentation 2. Behavior asl observation 3. In class participation
14	Destination marketing	3	Teaching and learning activities 1. Lecture about destination marketing 2. Analyse and esent the best practice of destination marketing Instructional Media:	1. presentation the best practice of destination marketing	1. Behavioral observation 2. Presentation

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Work	Evaluation
			1.Power point 2. Computer 3. Visualizer		
15	Group project presentation	3	Teaching and learning activities Students present their final project Instructional Media: 1.Power point 2. Computer 3. VDO	1.Paper of projects	Evaluate the assigned project
16	Final exam				

1. Morality and Ethics				2. Knowledge development			3. Intellectual Knowledge Innovation			4. Interpersonal Skills and Responsibility		5. Numerical Analysis and Information Technology Skills			
1.1	1.2	1.3	1.4	2.1	2.2	2.3	3.1	3.2	3.3	4.1	4.2	5.1	5.2	5.3	5.4
●				●				●		○	●			●	

2.Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1-16	1.1	1.Behavior, disciplines, responsibility, class participation	1-14	10
1-16	1.1, 2.1, 3.2, 4.2, 5.3	1. Behavior, disciplines, responsibility, class participation 2.Knowledge, skill, integration, informational search skill and implementation 3. Project presentation	1-14,16	70

		and effectiveness		
17	1.1, 2.1, 3.2,4.1, 4.2, 5.3	1. Behavior, disciplines, responsibility, class participation 2. Knowledge and skills following subject aims	15	20

Section 6 Teaching Materials and Resources

1. Texts and main documents

Nykiel, R. A. (2011). *Marketing in the Hospitality Industry* (5th ed.). Lansing, Michigan: American Hotel & Lodging, Educational Institute.

Kotler, P. (2012). *Marketing for Hospitality and Tourism* (053148). Boston: Pearson.

2. Documents and important information

Kotler, P. (2016). *Marketing management* (15th ed.). Boston: Pearson.

3. Documents and recommended information

Database online from SDU library website

Website of tourism and hospitality organization

Website of marketing organization

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- Self-assessment and critical reflection
- Students' online evaluation and feedback

2. Evaluation strategies in teaching methods

- Self-observation
- Peer observation and review
- Student's online evaluation and feedback

3. Improvement of teaching methods

- Interview students about teaching methods
- Get the online evaluation finding to improve teaching methods
- Increase general knowledge, skills, and teaching competency
- Support instructor to study, train, attend academic and professional seminar, international academic conference, and further higher education

4. Evaluation of students' learning outcome

Student achievement is measured and evaluated by

- Individual improvement (In-class observation)
- Overall results

5. Review and improvement for better outcome

- Review and improve the teaching methods in every term.
- Improve this course every 4 years or as suggested from the academic revision meeting