



Course Specification

Course Title Marketing Hospitality Industry in the 21st Century

Course Code 3571125.....

Semester ... 2... Academic Year.... 2020.....

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 2020 / 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

14 November 2020

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

1.1 Expected outcome on morality and ethics

Enable the students to be responsible, disciplined, honest and able to morally and ethically apply specific skills learnt throughout this course as follows:

- (1 **To realize good values, moral conscience and ethics**
 - (2 To be self and social responsible with good attitude and behavior
 - (3 To responsible of duties, good membership and develop leadership skills and act as a role model to others
 - (4 To be disciplined and follow the organizational and social rules and regulations

1.2 Teaching methods

- lecturing alongside with examples of moral and ethical issues such in referencing and matters related to intellectual property law
- organising a focus group to find relevant examples

1.3 Evaluation methods

- Frequency of attendance and punctuality of assessment submission
- From assignment

2. Knowledge Development

2.1 Expected outcome on Knowledge and skills development

● (1 **To understand the important principles and theories of hospitality organizational behavioral and interpersonal skills, international marketing, tourist behavior and related skills systematically and globally.**

- (2 To be able to integrate knowledge of hospitality with other related fields.
- (3 To understand research designs and methodology in order to solve organization problems and to develop organization knowledge management.

2.2 Teaching methods

Lecture, focus group, group work, academic presentation, analytical studies, academic assessments throughout the semester

2.3 Evaluation methods

- Mid-term exam, and final exam

- Other written and verbal assessments throughout the semester
- Learning by doing (tour operated by students)

3. Intellectual Knowledge Innovation

3.1 Expected outcome on 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 innovation in business term and able to adapt innovation technology to the profession and related fields

3.2 Teaching methods

- Group work and presentation
- Group discussion

3.3 Evaluation methods

- Exams and assessments that focus on students' critical thinking analysis

4. Interpersonal Skills and Responsibility

4.1 Expected outcome on 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 develop self – improvement continuously on professional learning improvement based on international criterion.

4.2 Teaching methods

- Delegate group work for group discussions
- Require oral presentations

4.3 Evaluation methods

- Self evaluation
- Peer evaluation

5. Numerical Analysis and Information Technology Skills

5.1 Expected outcome on Numerical Analysis and Information Technology Skills

(1 To be able to apply 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.

5.2 Teaching methods

- Lecture and discussion.
- Practice with information technology.
- Internship at Suan Dusit Palace Hotel.
- Discuss after internship.

5.3 Evaluation methods

- Evaluate from assignment.
- Evaluate in answering question in classroom.
- Practice with information technology.
- Midterm.
- Final test.

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

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Work	Evaluation
2.	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. Presentation
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 	<ol style="list-style-type: none"> 1. Trends of tourism and hospitality consumer 	<ol style="list-style-type: none"> 1. Behavior observation 2. Assigned work 3. Class participation

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Work	Evaluation
			<p>behavior and marketing research</p> <p>3. Activity about marketing research</p> <p>Instructional Media:</p> <p>1. Power point</p> <p>2. Computer</p> <p>3. Visualizer</p> <p>4. Personal mobile</p>	2. Marketing research activity	4. Group work discussion
5.	Segmentation, targeting and positioning	3	<p>Teaching and learning activities</p> <p>1. Lecture about segmentation, targeting and positioning</p> <p>2. Activity of segmentation, targeting and positioning</p> <p>Instructional Media:</p> <p>1. Power point</p> <p>2. Computer</p> <p>3. Visualizer</p>	1. Segmentation, targeting and positioning workshop	<p>1. Behavior observation</p> <p>2. Assigned work</p> <p>3. Class participation</p> <p>4. Group work discussion</p> <p>5. Presentation</p>
6.	Marketing mix : Product and service dimension	3	<p>Teaching and learning activities</p> <p>1. Lecture about product and service dimension</p> <p>2. In class activity about tourism and hospitality product and service analysis</p> <p>Instructional Media:</p> <p>1. Power point</p> <p>2. Computer</p> <p>3. Visualizer</p>	1. product and service analysis	<p>1. Individual work</p> <p>2. Behavior observation</p> <p>3. Assigned work</p> <p>4. Class participation</p> <p>5. Presentation</p>
7	Destination marketing	3	<p>Teaching and learning activities</p> <p>1. Lecture about destination marketing</p> <p>2. Analyse and present the best practice of destination marketing</p>	1. presentation the best practice of destination marketing	<p>1. Behavioral observation</p> <p>2. Presentation</p>

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Work	Evaluation
			Instructional Media: 1.Power point 2. Computer 3. Visualizer		
8.	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.Knowledge from activity	1.Individual work 2. Behavior observation 3.Assigned work 4. Class participation
9.	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 Instructional Media: 1.Personal mobile 2. Power point 3. Computer 4. Visualizer	1.Best practice of successful story	1.Group discussion 2. Behavior observation 3.Assigned work 4. Class participation 5.Presentation
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	1. Case study discussion about traditional promotion strategy	1.Group discussion 2. Behavior observation 3.Assigned work 4. Class participation

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Work	Evaluation
			3. Computer 4. Visualizer		
11.	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
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. Presentatio n about digital promotion strategy	1.Behavior observation 2.Assigned work 3. Class participation 4. Presentation
13	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. Presentatio n 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
14	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.Behavioral observation 3.In class participation
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				

2.Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1-16	1.1	1.Behavior, disciplines, responsibility, class participation, English Discovery Practice	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 and effectiveness	1-14,16	70

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
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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