

Course Title	Marketing Principles for Tourism and Hospitality				
Course Code	HTM215				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	2 nd Year/2 nd Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 Weeks	Laboratories / week	None
Course Purpose and Objectives	<p>To introduce students to the fundamental principles of marketing applied on the industries of tourism and hospitality.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • to provide a thorough understanding of the application of the general principles of marketing to the tourism and hospitality industries • to supply knowledge about the marketing concepts in general and in the tourism and hospitality industries such as consumer behavior, segmenting, targeting, planning, and marketing research • to familiarize students with the elements of the marketing mix and to signify their importance when taking marketing decisions 				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate the main principles of marketing, how it is used for services, and its significance for the tourism and hospitality industries. • Elaborate the factors that influence the consumer buying behavior and the steps associated with the buying process, and how markets in tourism and hospitality are segmented and targeted. • Examine why marketing planning is essential for the success of tourism and hospitality enterprises and how can it be achieved successfully. • Analyze how data are gathered through marketing research and how research can give solutions on certain marketing problems in tourism and hospitality. • Evaluate and analyze those marketing approaches applied on the marketing mix (product, place, promotion, price) and used for the creative problem solving in the tourism and hospitality environments. • Manage working in a group to deliver a common writing and develop new management and behavioral skills. 				
Prerequisites	HTM100, HTM120		Co-requisites	None	
Course Content	<ul style="list-style-type: none"> • The functions of marketing • Introduction to tourism and hospitality services marketing • Understanding and targeting tourism and hospitality consumers • Marketing planning and information • Developing new products and services • Managing products and services • Promotion, advertising and media planning for tourism and hospitality 				

	<ul style="list-style-type: none"> • Sales promotion, merchandising, and public relations • Personal selling • Tourist destination marketing • Marketing channels • Pricing in tourism and hospitality 								
Teaching Methodology	Face-to-Face								
Bibliography	<p>Reid, R.D. and Bojanic, D. C., Hospitality Marketing Management, New Jersey: John Willey & Sons</p> <p>Kotler, P., Bowen, J. and Makens, J., Marketing for Hospitality and Tourism, International Edition, Prentice-Hall</p> <p>Hudson S. and Hudson L., Marketing for Tourism, Hospitality & Events: A Global & Digital Approach, Sage.</p> <p>Godfrey, K. and Clarke, J., Tourism Development Handbook: A Practical Approach to Planning and Marketing, Cengage Learning Business Press</p> <p>David Meerman Scott, The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, Newsjacking, and Viral Marketing to Reach Buyers Directly, New Jersey: Wiley.</p>								
Assessment	<table border="1"> <tr> <td>Examinations</td> <td>70%</td> </tr> <tr> <td>Assignment</td> <td>20%</td> </tr> <tr> <td>Class Participation / Attendance</td> <td>10%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table>	Examinations	70%	Assignment	20%	Class Participation / Attendance	10%	Total	100%
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Language	English								