

School / Faculty: Federation Business School

Course Title: HOSPITALITY MARKETING

Course ID: BSHSP2008

Credit Points: 15.00

Prerequisite(s): Nil

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080307

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	✓	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Identify the factors from the internal and external business environment that will impact on marketing planning in the hospitality industry
- K2.** Summarise the key legal, ethical and sustainability considerations that may impact on proposed marketing activities
- K3.** Explain the key features of a marketing plan
- K4.** Appraise the opportunities presented by current and emerging marketing technologies
- K5.** Compare the major hospitality industry marketing and distribution networks

Skills:

- S1.** Collect and critically analyse pertinent information on the internal and external business environment
- S2.** Develop innovative marketing strategies for a product/service that identifies current and relevant marketing issues
- S3.** Formulate a marketing plan that clearly communicates priorities, responsibilities, timelines and budgets
- S4.** Evaluate and report on marketing activities according to established organisational benchmarks

Course Outline (Higher Education)

BSHSP2008 HOSPITALITY MARKETING

Application of knowledge and skills:

- A1.** Interpret and apply information from the business environment, to the development and evaluation of marketing strategies and plans for the products or services of small or medium-sized organisations

Course Content:

Topics may include:

- Marketing mix - elements and interrelationships
- Market segmentation
- Targeting and positioning strategies
- Legal and ethical marketing issues
- Impact of external and internal business environments
- Marketing plans - format and contents
- Distribution networks
- Marketing strategies and technology

Values and Graduate Attributes:

This course will help students to develop values and attributes that will enable them to:

Values:

- V1.** Weigh the organisation's expectations with those of the organisation's consumers
- V2.** Be valued highly by employers for their ability to provide insightful analysis of an organisation's marketing management

Graduate Attributes:

Attribute	Brief Description	Focus
Continuous Learning	Students will gain confidence from this course to pursue further studies in marketing management	Low
Self Reliance	This course will broaden the student's capacity to independently contribute to the management of an organisation	Medium

Course Outline (Higher Education)

BSHSP2008 HOSPITALITY MARKETING

Attribute	Brief Description	Focus
Engaged Citizenship	Graduates of this course will feel empowered to engage in and contribute to the marketing management of their organisation	Medium
Social Responsibility	This course will ensure that students recognise the importance of key ethical and sustainability considerations that may impact on proposed marketing activities	Medium

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K5 S1, S2	Application of marketing planning principles to a designated industry context	Report or case study	20 - 30%
K1 - K5 S1 - S4 A1	Research and develop a marketing plan for a hospitality product or service	Report and/or presentation	40 - 50%
K1 - K5, S1, S4 A1	Examination to assess attainment of required learning outcomes	Examination	30 - 40%

Adopted Reference Style:

APA