NEW YORK CITY COLLEGE OF TECHNOLOGY, CUNY  
DEPARTMENT OF HOSPITALITY MANAGEMENT  

COURSE OUTLINE  

COURSE #: HMGT 2405  
COURSE TITLE: HOSPITALITY MARKETING  
CLASS HOURS: 3  
LAB HOURS: 0  
CREDITS: 3  

1. COURSE DESCRIPTION  
Overview of marketing and current topics facing modern hospitality decision-makers. Basic terminology and problem-solving techniques; relationship between marketing and other functions to maximize profits in any size hospitality establishment; basic elements of publicity and public relations, advertising and sales techniques.  

2. COURSE OBJECTIVES  
Upon completion of HMGT 2405, the student will be able to  
a. Identify and describe the relationships between marketing and advertising in today’s business climate.  
b. Demonstrate comprehension of service characteristics of hospitality and tourism marketing.  
c. Identify and analyze the primary considerations in pricing and promoting products  
d. Identify and then explain consumer characteristics affecting purchasing behavior of hospitality related experiences.  

3. STUDENT LEARNING OUTCOMES and ASSESSMENT  

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Method of Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Define, interpret and apply marketing and advertising relationships (HMGT: Knowledge, Gen Ed: Skills, Communication, Inquiry/Analysis)</td>
<td>Written marketing plan project, oral presentation, midterm, and final exam</td>
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<td>b. Recognize and characterize service characteristics of hospitality and tourism businesses (HMGT: Knowledge, Gen Ed: Skills, Inquiry/Analysis, Integration, Communication)</td>
<td>Written marketing plan project, oral presentation, midterm, and final exam</td>
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<tr>
<td>c. Restate and distinguish primary considerations in pricing and promoting hospitality and tourism products (HMGT: Knowledge, Gen Ed: Ethics/Values)</td>
<td>Written marketing plan project, oral presentation, midterm, and final exam</td>
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<tr>
<td>d. Recognize and evaluate consumer characteristics affecting purchasing behavior of hospitality related experience (HMG: Knowledge, Gen Ed: Skills, Inquiry/Analysis, Integration, Communication)</td>
<td>Written marketing plan project, oral presentation, midterm, and final exam</td>
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</table>
4. PREREQUISITES:

HMGT 2302, HMGT 2303, HMGT 2304

5. TEXT:


6. GRADING SYSTEM:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Written marketing plan project</td>
<td>25%</td>
</tr>
<tr>
<td>Oral presentation</td>
<td>25%</td>
</tr>
<tr>
<td>Midterm</td>
<td>25%</td>
</tr>
<tr>
<td>Final</td>
<td>25%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
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VAN LOON revised SPRING 2013
COURSE OUTLINE

COURSE: HMGT 2405  COURSE TITLE: HOSPITALITY MARKETING

WEEK 1  Introduction to Marketing
WEEK 2  Marketing for Hospitality and Tourism
WEEK 3  Strategic Planning
WEEK 4  Marketing Environment
WEEK 5  Buying Behavior and Market Segmentation
WEEK 6  Designing and Managing Products / Buyer Decision Process
WEEK 7  Internal Marketing / Service Culture
WEEK 8  MIDTERM
WEEK 9  External Marketing
WEEK 10 Customer Loyalty
WEEK 11 Pricing Products
WEEK 12 Professional Sales Introduction / Advertising
WEEK 13 Presentations
WEEK 14 Presentations
WEEK 15 Final Examination

VAN LOON revised SPRING 2013
COURSE OBJECTIVES

COURSE: HMGT 2405  COURSE TITLE:  HOSPITALITY MANAGEMENT

The student will be able to . . .

WEEK 1
Define marketing
Explain how marketing integrates with sales and advertising efforts

WEEK 2
Explain the unique characteristics in hospitality and tourism marketing.

WEEK 3
Identify and explain each of the elements in developing and executing a strategic marketing plan

WEEK 4
Analyze and identify elements of a marketing environment.
Explain the differences between a company’s macro- and micro-environment
Identify and explain the steps in performing an environmental scan.

WEEK 5
Assess his/her own personal characteristics in purchasing behavior
Compare and contrast personal characteristics of his/her own purchasing behavior to other members within similar market segment

WEEK 6
Identify and explain the steps in the buyer decision process

WEEK 7
Define service culture
Explain the relationship between human resources and marketing efforts
Create an innovative reward and recognition program for a real or imagined hospitality operation

WEEK 8  MIDTERM

WEEK 9
Demonstrate comprehension of the “lifetime value” customer relationship
Identify the key elements to successful complaint resolution

WEEK 10
Design a sample loyalty-building program for a well-known hotel, restaurant or airline company

WEEK 11
Compare and contrast internal and external factors influencing pricing decisions
List and explain each of the four main pricing approaches
Compare and contrast new product and existing product pricing strategies
WEEK 12
Explain the role of sales and advertising within a strategic marketing plan.

WEEK 13
Prepare and execute an oral presentation

WEEK 14
Prepare and execute an oral presentation

WEEK 15
Final Examination
SELECTED BIBLIOGRAPHY


