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

COURSE OUTLINE

COURSE #: HMGT 4702  COURSE TITLE:  HOSPITALITY SERVICES MARKETING & MANAGEMENT

CLASS HOURS: 3  LAB HOURS: 0  CREDITS: 3

1. COURSE DESCRIPTION

Relationship among the various components of the hospitality industry and the markets it serves. Study of the corporate mission, goals, vision statement, company history, customer perception, environment and social factors as influences on profitability; techniques for analyzing business, strategy formation and implementation.

2. COURSE OBJECTIVES

Upon completion of HMGT 4702, the student will be able to
   a. Demonstrate the unique characteristics of service marketing
   b. Identify and describe various marketing strategies that are employed in today’s successful service enterprises
   c. Identify and analyze strategic elements of service marketing and their impact on revenue and profitability
   d. Analyze and explain current service marketing and management issues
   e. Demonstrate an understanding of industry specific key language and concepts

3. STUDENT LEARNING OUTCOMES and ASSESSMENT

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Method of Assessment</th>
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<tbody>
<tr>
<td>a. Identify and summarize the distinctive characteristics of service marketing and management (HMGT: Knowledge; Gen Ed: Skill)</td>
<td>Class participation, case study and current event analyses, midterm and final exam</td>
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<tr>
<td>b. Recognize and paraphrase the relationship between the internal workplace environment and customer satisfaction (HMGT: Knowledge; Gen Ed: Integration)</td>
<td>Class participation, case study and current event analyses, midterm exam, final exam</td>
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c. Identify and exemplify the three physical dimensions of a service environment (HMGT: Knowledge, Skills; Gen Ed: Integration) | Final project

d. Compare, contrast, and analyze hospitality website elements to personal experience (HMGT: Knowledge, Skills; Gen Ed: Integration) | Final project

e. Define and describe service industry language and concepts (HMGT: Knowledge; Gen ED: Knowledge, Integration) | Class participation, midterm and final exams

4. PREREQUISITES
HMGT 3501, HMGT 3502, HMGT 3602

5. TEXT
No assigned text. Readings from current literature, web-based activities and case studies are assigned weekly.

6. GRADING SYSTEM

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class participation</td>
<td>15%</td>
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<tr>
<td>Case study and current event analysis</td>
<td>10%</td>
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<td>Final project</td>
<td>25%</td>
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<tr>
<td>Midterm exam</td>
<td>25%</td>
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<tr>
<td>Final exam</td>
<td>25%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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WEEKLY COURSE OUTLINE

COURSE: HMGT 4702  COURSE TITLE: HOSPITALITY SERVICES MARKETING & MANAGEMENT

WEEK 1
Introduction to services marketing
Distinctive characteristics of service
Product versus service manufacturing and management
Introduction to “The Service Profit Chain” model

WEEK 2
Consumer behavior in service encounters
The decision-making process in purchasing products and services
Introduction to demographics psychographics
Overview of servicescaping based on the Bitner model

WEEK 3
Assessing market position
Positioning services in competitive markets
Repositioning and rebranding
Customer perceptions of value

WEEK 4
Pricing and revenue management
Yield management
Seasonality of business
Introduction to market segmentation

WEEK 5
Designing service processes
Understanding and managing service failure
Service standards
Service training
Service recovery strategies
Employee empowerment

WEEK 6
Balancing demand and capacity
The role of advertising in services marketing and management
The role of public relations in services marketing and management
Press releases

WEEK 7
Midterm exam

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WEEK 8
Web-based marketing
Analyzing website effectiveness and user-friendliness
Social media
Accessing and analyzing on-line customer feedback

WEEK 9
Managing people for service advantage
Employees as brand agents
Interviewing techniques
Abstract questioning
Situational vignettes

WEEK 10
Managing relationships and building loyalty
Customer loyalty programs

WEEK 11
The role of trust and the perceived risk in purchasing services
Brand recognition and power

WEEK 12
Customer feedback and continuous improvement
Service quality assessment
Improving service quality and productivity
Lines employees and problem-solving
Quality teams
Strategies and tools for continuous improvement

WEEK 13
Managing change
Identifying trends
Planning for the future
Developing products and services in response to emerging change

WEEK 14
Characteristics of service leadership
Hospitality service leaders of the past, present and the future

WEEK 15
Final exam
WEEKLY COURSE OBJECTIVES

COURSE: HMGT 4702  COURSE TITLE: HOSPITALITY SERVICES MARKETING & MANAGEMENT

The student will be able to…

WEEK 1
Identify the unique characteristics of service marketing and management
Define intangibility, heterogeneity, simultaneity, and perishability
Explain how marketing integrates with other organizational functions
Identify and explain each of the links on the “Service Profit Chain” model

WEEK 2
List the multiple steps in the purchasing of services process
Identify and explain the common and unique expectations of service
Compare and contrast customer expectations based on demographic and psychographic data
Explain the three elements of the Bitner servicescaping model

WEEK 3
Define and discuss branding strategies
Comprehend and explain the basic components in performing competitive analyses
Apply the s.w.o.t. analysis to a service enterprise

WEEK 4
Explain the differences between cost-based pricing and value-based pricing
Identify the objectives for setting prices
Discuss seasonality of business as it relates to various divisions within the hospitality industry
Identify and explain the basic elements in forecasting business
Provide examples of how hotel marketers respond to lull periods effectively
Provide examples of how restaurant operators respond to lull periods effectively
Identify weekly, monthly and seasonal fluctuations in demand in various segments of the Hospitality industry

WEEK 5
Demonstrate the application of service blueprinting
Identify service experiences where the customer is co-producer
Discuss the realities and potential futures of self-service systems and other new or emerging technologies affect service expectations and experiences in the hospitality industry
List and define the six steps of the service recovery model
Provide examples of effective service recovery scenarios
Comprehend and explain tangible and intangible forms of atonement

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WEEK 6
Explain how demand can be managed effectively
Demonstrate how demand and the perception of value can be created through effective advertising and public relations strategies
Review past and current effective advertising and public relations campaigns identifying significant characteristics in examples provided

WEEK 7
Midterm
Demonstrate comprehension of key language and concepts discussed throughout the semester by passing the midterm exam

WEEK 8
Understand the role social media has in developing and executing effective marketing strategies
Identify and discuss the various technologies and websites customers use in assessing value
Identify and discuss the various technologies and websites customer use in making purchases
Discuss, compare and contrast the overall effectiveness of websites between competing enterprises within different segments of the hospitality industry
Exemplify how hospitality enterprises harness feedback from social media

WEEK 9
Explain the relationship between human resources and customer management objectives
Apply “The Service Profit Chain” model to an existing service enterprise
Create and respond to effective abstract questions
Create and respond to effective situational vignettes

WEEK 10
Identify five popular loyalty building programs and explain the strategic elements in their design
Compare and contrast the attributes of loyalty programs between competing enterprises within the hospitality industry

WEEK 11
Define and list the four elements of an effective service guarantee
Explain the value of service guarantees to both the organization and to the customer
Identify and create a service guarantee incorporating four attributes of effectiveness
Compare and contrast existing service guarantee in various segments of the hospitality industry

WEEK 12
Identify and explain three effective tools designed for quality improvement
Identify the attributes of an effective focus group
Identify the various purposes of the mystery shopper
Identify and explain the inspection process of a mystery shopper in evaluating hospitality services, employees and operations
WEEK 13
Identify and discuss significant trends affecting the hospitality industry
List four trends in the lodging, cruise, airline, and restaurant industry

WEEK 14
Identify and explain each of Lovelock’s “Four Levels of Service Performance”
Describe, compare and contrasts the attributes of service leaders within the hospitality industry

WEEK 15
Final exam
Demonstrate comprehension of key language and concepts discussed throughout the semester by passing the final
SELECTED BIBLIOGRAPHY


