

**Marketing**

Code: 103735  
ECTS Credits: 6

Degree	Type	Year	Semester
2502904 Hotel Management	OB	3	1

**Contact**

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**Use of Languages**

Principal working language: english (eng)  
Some groups entirely in English: Yes  
Some groups entirely in Catalan: No  
Some groups entirely in Spanish: No

**Prerequisites**

There are no prerequisites.

**Objectives and Contextualisation**

EDUCATIONAL OBJECTIVES

At the end of the course, the student must be able to:

1. Distinguish the concepts of product marketing and service marketing (including servuction) and identify their implications for hospitality, tourism enterprises and destinations.
2. Know, analyze and interpret the main elements of strategic marketing planning.
3. Demonstrate knowledge and understanding of operational marketing: product, price, promotion, and place. With special emphasis on digital marketing.
4. Identify and draw up the main components of a marketing plan.

**Competences**

- Analyse, summarise and evaluate information.
- Be able to search efficiently for the necessary information.
- Define and apply the commercial objectives, strategies and policies in hotel and catering companies.
- Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
- Demonstrate an orientation and culture of customer service.
- Demonstrate knowledge and understanding of and apply standards of quality and sustainability in the process of company management in the hotel and catering sector.
- Develop a capacity for independent learning.
- Draw up communication and promotion plans for companies in the hotel and catering sector, especially in the field of online business.
- Identify and apply the elements that govern activity in the hotel and catering sectors, their interaction in the environment and their impact in the different business subsystems in the sector.
- Manage and organise time.
- Manage communication techniques at all levels.
- Plan and manage activities based on quality and sustainability.

- Take decision in situations of uncertainty, solve problems and be able to evaluate and forecast the consequences of them in the short-, medium- and long term, especially the most immediate ones.
- Work in teams.

## Learning Outcomes

1. Adapt and apply commercialisation techniques to the different business subsystems in the sector.
2. Adapt and apply commercialisation techniques to the different local and international environments.
3. Analyse, summarise and evaluate information.
4. Be able to search efficiently for the necessary information.
5. Be capable of carrying out corrective actions in the commercialisation of the service in accordance with existing relations.
6. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
7. Demonstrate an orientation and culture of customer service.
8. Develop a capacity for independent learning.
9. Distinguish and identify the different forms and channels of commercialisation in the hotel and catering industry, both on a local and an international scale.
10. Distinguish, identify and apply the concepts of commercialisation in the hotel and catering industry.
11. Interpret and apply general company or organisation plans and turn them into actions of information and commercialisation.
12. Know how to coordinate operative and strategic commercial objectives and policies.
13. Manage and organise time.
14. Manage communication techniques at all levels.
15. Plan and manage activities based on quality and sustainability.
16. Take decision in situations of uncertainty, solve problems and be able to evaluate and forecast the consequences of them in the short-, medium- and long term, especially the most immediate ones.
17. Understand the relationship between information systems and commercialisation in the hotel sector.
18. Work in teams.

## Content

### 1. Marketing Principles for Hospitality

- 1.1. Marketing definition and marketing process.
- 1.2. Marketing for hospitality and tourism: Mission and goals.
- 1.3. Characteristics of hospitality and tourism marketing.
- 1.4. Servuction model.

### 2. Environmental Analysis and Market Research

- 2.1. Marketing Macroenvironment: PESTEL.
- 2.2. Marketing Microenvironment: Porter's 5 Forces.
- 2.3. Marketing research, information, and customer insights.
- 2.4. Consumer markets and consumer buying behavior.
- 2.5. Micro-Macro analysis: SWOT and BCG matrix.

### 3. Strategic Marketing: Strategy, Value Chain, Segmentation, Targeting, and Positioning

- 3.1. Strategic marketing triangle.
- 3.2. Company value chain for hospitality and tourism.
- 3.3. Market segmentation, targeting, and positioning.

### 4. Operative Marketing: Hospitality Marketing Mix

- 4.1. Products and brands: Building customer value.
- 4.2. Pricing: Understanding and capturing customer value.
- 4.3. Place and distribution channels: Delivering customer value.

- 4.4. Promotion and advertising: Communicating customer value and engaging consumers.
- 4.5. Digital marketing in hospitality and tourism: People, process, and physical presence.

## Methodology

The teaching methodology is theoretical and practical, using various methods (presentations, personal discussions, forums, case studies, group discussions, project-based learning, tutorials), with the concern of involving and provoking the intellectual and emotional concerns of the student through types of activities directed, autonomous and supervised. For the development and evaluation of these activities, work will be done individually and in teams, and tutorials will be carried out by the professor. Adequate monitoring of a student's course generally involves the following activities:

### 1. Directed

- 1.1. Attendance at professor presentations and evaluations of individual participation in the classroom.
- 1.2. Discussion of case studies in the classroom.
- 1.3. Discussion of marketing plan progress in the classroom.

### 2. Autonomous

- 2.1. Self-learning through the textbook, slides, videos, links, and other resources on the virtual campus.
- 2.2. Case studies: personal reading, analysis based on theory, and presentation report on the virtual campus.
- 2.3. Project-based learning: Progressive development of a complete marketing plan on the virtual campus.

### 3. Supervised

- 3.1. Tutoring for the development of personal case studies.
- 3.2. Tutoring for the development of the group marketing plan.

Teaching methodology plan:

Week	Content	Method	Normative Bibliography
1, 2	Marketing Principles for Hospitality	Lecturing Attendance and Participation, Project-Based Learning (Marketing Plan Progress)	Chapters 1, 2, 3
3, 4, 5	Environmental Analysis and Market Research	Lecturing Attendance, Case Study, Project-Based Learning (Marketing Plan Progress)	Chapters 4, 5, 6, 7
6		Midterm Exam	
6, 7	Strategic Marketing: Strategy, Value chain, Segmentation, Target, and Position	Lecturing Attendance and Participation, Project-Based Learning (Marketing Plan Progress)	Chapters 8, 10
8, 9, 10	Operative Marketing: Hospitality Marketing Mix	Lecturing Attendance, Case Study, Project-Based Learning (Marketing Plan Progress)	Chapters 9, 11, 12, 13, 14, 16
11		Marketing Plan: Final Presentation	

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Case discussions	4	0.16	2, 1, 3, 10, 14, 13
Lectures	40	1.6	12, 7, 6, 9, 10, 14, 11, 15, 16
Type: Supervised			
Tutorials	8	0.32	2, 1, 14
Type: Autonomous			
Case solving	4	0.16	3, 8, 10, 14, 13, 16, 4
Project-Based Learning: Marketing Plan	20	0.8	2, 1, 3, 12, 5, 17, 6, 8, 13, 11, 4, 18
Self-learning by reading and studying materials	30	1.2	17, 8, 13

## Assessment

### A) CONTINUOUS EVALUATION:

The evaluation of this course consists of the following system:

- Attendance and participation in classroom activities proposed by the professor, which will be worth 15% of the final grade.
- Answers to individual questions formulated in the case studies and during the discussions, which will be worth 25% of the final grade.
- Progressive development of a marketing plan and presentation, which will be worth 30% of the final grade.
- Taking a partial exam, which will be worth 30% of the final grade.

To make the final average, should get at least 4 out of 10 in each part evaluated.

### B) FINAL EVALUATION:

There will be one final exam, having no difference between the students who have not successfully completed the continuous evaluation and those who have not followed it.

The date and time are established by the Official Programming (EUTDH) according to the academic calendar.

### C) RE-EVALUATION:

Only addressed to students obtaining a grade between 3.5 and 5 in Single Assessment. The maximum possible grade to be obtained will not exceed 5. Nature of the evaluation to be defined. Date and time established by the Official Programming (EUTDH) according to the academic calendar.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and Participation	15%	14	0.56	17, 7, 6, 8, 9, 10, 14, 13, 15, 16
Case Studies	25%	8	0.32	3, 5, 17, 6, 8, 10, 14, 13, 4, 18

Marketing Plan	30%	20	0.8	2, 3, 12, 6, 8, 10, 14, 11, 4, 18
Midterm Exam	30%	2	0.08	2, 1, 8, 9, 10

## Bibliography

Normative:

KOTLER, P., BOWEN, J. T., BALOGLU, S. (2021). *Marketing for Hospitality and Tourism*. 8<sup>th</sup> edition. Global edition. Pearson.

POWERPOINT PRESENTATIONS, CASE STUDIES, LINKS TO VIDEOS, AND OTHERS ON VIRTUAL CAMPUS.

Complementary:

GEORGE, R. (2021). *Marketing Tourism and Hospitality: Concepts and Cases*. 1<sup>st</sup> edition. Palgrave Macmillan.

OLLER NOGUÉS, J. (1997). *Creación y mejora de empresas turísticas*. Editorial Deusto.

## Software

MS-Office.

Campus Virtual UAB.