

**Marketing and Commercialisation Management**

Code: 43410  
ECTS Credits: 6

Degree	Type	Year	Semester
4314928 Hotel Management	OB	0	1

**Contact**

Name: Víctor Gimenez Garcia

Email: victor.gimenez@uab.cat

**Teachers**

Daniel Blabia Girau

Vera Butkouskaya

**Use of Languages**

Principal working language: spanish (spa)

**External teachers**

Josep Maria Anguera

Mariona Bragulat

Pau Morata

Álvaro Brú

**Prerequisites**

There are no prerequisites for taking this course

**Objectives and Contextualisation**

The main purpose of the module is to provide participants with a modern and up-to-date approach to marketing management and marketing in the hotel sector, laying the foundations for managing the concepts and tools and strategies of Corporate Marketing. Special attention is paid to the most relevant aspects in the practical management of hotel marketing, such as marketing through TTOO and / or electronic channels (e-commerce), price management (revenue management), branding and image / corporate communication as a key positioning element in hotel chains. Special attention is paid to the changes in the hotel distribution that are being experienced in recent years.

The objectives are:

To provide the necessary elements to make a marketing plan

To show the relationships between the marketing plan and the financial plan

To show key elements of brand management

To provide key reports in the sector for the analysis of competition, pricing and commercial policy

To show the importance of the management of social networks and other online tools

## Competences

- Continue the learning process, to a large extent autonomously.
- Develop management and leadership skills.
- Draw up hotel marketing plans together with their corresponding economic and financial plans.
- Establish a specific commercial strategy (pricing and quotas) for each of the hotel commercialisation channels.
- Identify and combine indicators with which to prepare reports for decision-making.
- Show expertise in advanced hotel management and in using its tools.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- Use ICT in managing and analysing the activity, to make improvements and identify new business opportunities.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
- Work in interdisciplinary teams.

## Learning Outcomes

1. Apply the techniques of customer segmentation.
2. Continue the learning process, to a large extent autonomously.
3. Design hotel services.
4. Develop management and leadership skills.
5. Draw up a marketing plan at hotel-chain level and at hotel-establishment level.
6. Efficiently manage external and internal hotel corporate communication.
7. Exploit the potential of ICT for gaining customer loyalty, hotel promotion and sales.
8. Identify and combine indicators with which to prepare reports for decision-making.
9. Identify the online hotel-commercialisation channels.
10. Know the basic outputs of the marketing and commercialisation modules in the Information Systems.
11. Know the interconnection between the sales plan and the hotel budget.
12. Master the latest techniques in hotel marketing and commercialisation.
13. Master the techniques and tools of revenue management.
14. Master the techniques for gaining customer loyalty.
15. Master the typical channels for hotel commercialisation.
16. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
17. Take decisions on marketing and commercialisation on the basis of information from the marketing and commercialisation module in the information system.
18. Take decisions on marketing for a hotel organisation.
19. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
20. Use branding in managing the portfolio of hotel establishments as a competitive positioning tool.
21. Work in interdisciplinary teams.

## Content

1. Hotel marketing
2. Design and management of hotel products
3. The role of marketing in strategic planning
4. Segmentation and positioning
5. The hotel marketing and the sales plan
6. Revenue management
7. The communication and branding strategy
8. Hotel branding and corporate image. Social media

## Methodology

The teaching methodology is based on different activities:

- Theory lectures where the professors will present the general topics, cases / exercises will be solved / discussed and debates will be held among students on topics exposed and previously read or explained
- Exams
- Computer sessions to work the case studies
- Personalized advice with the professor

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			
Theory classes	55	2.2	1, 10, 11, 4, 3, 15, 14, 13, 12, 5, 6, 9, 8, 17, 18, 16, 2, 19, 20, 7
Type: Supervised			
Case studies work in classroom and teacher advice	38.5	1.54	1, 11, 4, 15, 13, 12, 5, 9, 8, 17, 18, 16, 21, 20, 7
Type: Autonomous			
Study, case studies and exams preparation	55	2.2	1, 10, 11, 4, 3, 15, 14, 13, 12, 5, 6, 9, 8, 17, 18, 16, 2, 19, 21, 20, 7

## Assessment

There is a minimum attendance of 80% to the lectures to pass the course. Students obtaining a minimum score of 3.5 (first sitting) could attend the retake exam.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	0.5	0.02	1, 10, 11, 4, 3, 15, 14, 13, 12, 5, 6, 9, 8, 17, 18, 16, 2, 19, 20, 7
Project 1 presentation	45%	0.5	0.02	1, 10, 11, 4, 3, 15, 14, 13, 12, 5, 6, 9, 8, 17, 18, 16, 2, 19, 21, 20, 7
Project 2 presentation	25%	0.5	0.02	1, 4, 3, 12, 9, 17, 18, 16, 2, 19, 21, 20

## Bibliography

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- DUBOIS B. y ROVIRA CELMA A.(2006). Comportamiento de Consumidor. Prentice Hall, 1998.
- FERNÁNDEZ CASADO, A. (2014). Manual práctico de dirección de hoteles, marketing y ventas online del siglo XXI.
- KOTLER, P., BOWEN, J., MAKENS, J.(2003). Marketing para Turismo. Ed. Prentice Hall.
- MIDDLETON V. (1990). Marketing in Travel and Tourism. Ed. Heinemann professional publishing, Oxford.

- MUÑOZ OÑATE, F. (1994). Marketing Turístico. Editorial Centro de Estudios Ramón Aceres.
- OLLER NOGUÉS, J (1997). Creación y mejora de empresas turísticas. Ed. Deusto.
- VALLS J.F (1996). Las claves del mercado turístico: como competir en el nuevo entorno, Ed. Bilbao Deusto Coop.

## **Software**

Excel