



The Hashemite University
Faculty of Economics & Administrative
Sciences
Dept. of Business Administration

Course Title: Hospitality Marketing & Promotion
Course Number: 1802033416
Instructor: Dr. Nael Sarhan
Instructor Office: 205
Office Hours:

Course Description:

This course is designed to present an understanding of basic concepts of the **Marketing and promotion in Hotel Industry**. It explores what students need to know about marketing and promotion in hotel industry. The real challenge in this course is to have not only a sound knowledge of the industry principles but also the ability to apply the gained knowledge in a fruitful manner in the actual world of the marketing and promotion in hotel and hospitality industry.

Course Objectives:

After completion this course, students should be able to

1. Demonstrate and understanding of the principles of marketing and promotion of the hotel industry.
2. Understand the competencies for market segmentation and the Hotel Industry.
3. Understand the competencies for positioning in Line with hotel consumer preferences.
4. Describe promotions, and explain ten keys to successful promotions.
5. Identify different types of promotions.
6. Describe methods of executing promotions.

Assessment, Exam Time:

First Exam:	(25%)
Second Exam:	(25%)
Participation, Homework's & Presentation	(10%)
Final Exam:	(40%)

Recommended Textbook:

Nykiel, Ronald A. (2011), Mrketing in the hospitality industry. 5th ed, American hotel and lodging educational institute, NewYork.

Course Contents and Lecture timetable

Week	Topics	Reading
1	Understanding the Hospitality Industry	Ch.1
2	Market Segmentation and the Hospitality Industry	Ch.2
3	Positioning in Line with Consumer Preferences	Ch.3
4	The Channels of Distribution	Ch.4
5	Consumers and Marketing in Perspective	Ch.5
6	Applying Key Marketing Methodologies: Marketing Research	Ch.7
7	Applying Key Marketing Methodologies: Promotions	Ch.11
8	Applying Key Marketing Methodologies: Collateral Materials and Promotional Support Presentation	Ch.13
9	Technology and Marketing in Perspective Presentation	Ch.14
10	Applying Key Marketing Methodologies: Understanding Rates and Fares Presentation	Ch.17
11	Applying Key Marketing Methodologies: Pricing Strategies Presentation	Ch.18
12	Applying Key Marketing Methodologies: Revenue Maximization Presentation	Ch.19
13	Competencies for The Hotel/Unit Marketing Plan Presentation	Ch.22
14	Competencies for Marketing, Research, and Operations Presentation	Ch.24
15&16	Final Exam	