

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.  $5^{th}$  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
	Applying Key Marketing Methodologies: Collateral Materials	
8	and Promotional Support  Presentation	Ch.13
9	Technology and Marketing in Perspective  Presentation	Ch.14
	Applying Key Marketing Methodologies: Understanding Rates and Fares	
10	Presentation Presentation	Ch.17
11	Applying Key Marketing Methodologies: Pricing Strategies	Ch.18
	Presentation	
12	Applying Key Marketing Methodologies: Revenue Maximization	Ch.19
	Presentation Competencies for The Hotel/Unit Marketing Plan	
13	Presentation	Ch.22
	Competencies for Marketing, Research, and Operations	
14	Presentation	Ch.24
15&16	Final Exam	