**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:

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|---|---|
| **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<br>**Presentation** | Ch.13 |
| 9 | Technology and Marketing in Perspective<br>**Presentation** | Ch.14 |
| 10 | Applying Key Marketing Methodologies: Understanding Rates and Fares<br>**Presentation** | Ch.17 |
| 11 | Applying Key Marketing Methodologies: Pricing Strategies<br>**Presentation** | Ch.18 |
| 12 | Applying Key Marketing Methodologies: Revenue Maximization<br>**Presentation** | Ch.19 |
| 13 | Competencies for The Hotel/Unit Marketing Plan<br>**Presentation** | Ch.22 |
| 14 | Competencies for Marketing, Research, and Operations<br>**Presentation** | Ch.24 |
| 15&16 | **Final Exam** | |