

The University of Jordan/ Aqaba
The Faculty of Tourism and Hospitality
Department of Tourism Management
Tourism and Hospitality Marketing (5301221)
First Semester 2020/2021

Instructor: Yahya Alzghoul, Ph.D
Office hours: 10:00 _ 11:00 am Sun, Mon & Tues
Email: ya.alzghoul@ju.edu.jo
Teaching methodology: Online
Platform: Microsoft Teams

Course time: 8:00_9:00 am Sundays, Mondays, Tuesdays

Course Description:

This course provides an introduction the marketing concepts and techniques inherent in the hospitality and tourism industries. It starts with the basic concepts of tourism marketing along with the notions of strategic marketing planning. Considerable attention is given to understanding the techniques associated with market segmentation and the marketing mix. Emphasis is also focused on the tourists buying behavior and motivation. All of these ideas will be explored in the practical context of a series of case studies and student-based learning.

Course Objectives:

Upon successful completion of this course, the student should be able to:

- Explain what marketing is; the unique nature of marketing with reference to service industries specially hospitality and tourism sectors; and why marketing should be viewed as a philosophy not just a business function
- Illustrate best practices of organizations within Hospitality and Tourism that demonstrate effective strategies to address the challenges of producing service as a product.
- Understand macro-environment factors that influence the success and performance directions of organizations within hospitality and tourism industries
- Distinguish the major characteristics that affect consumer behavior, and apply some of the specific cultural, social, personal, and psychological factors that influence consumers in promotional initiatives
- Differentiate the various strategies to used segment markets; select specific markets based on the appraisal of the appropriate targeting strategies; and, apply the best positioning strategy that would provide a competitive advantage
- Appreciate different marketing mix elements pertaining to hospitality and tourism industries. In addition to the ability to elaborate in details about theses marketing mix elements

Required Text

Kotler, P., Bowen, J. T., Makens, J., & Baloglu, S. (2017). Marketing for hospitality and tourism (sixth edition). Boston, MA: Pearson Education

Additional Readings:

Supplementary readings may be distributed in class or otherwise made available to you. Students will be responsible for reading all assigned materials prior to class.

Course Policy

- Please arrive ON TIME and do not enter the classroom if the door is closed.
- Please take care of your needs for restrooms, water, etc. before class starts so we will not have the disruption of students moving in and out of the room during class.
- Please turn off all cell phones during class.
- When a classmate or instructor speaking, please do not talk.

- If the instructor is more than 10 minutes late to class, you can leave.
- Disruption of class will not be tolerated. Students disrupting the classroom learning environment will be asked to leave class.
- Students, who miss 15% of class meetings, will not be allowed to take the final exam and her/his grade should be zero (F).
- Students who miss will receive a score of zero for any exam they miss unless they have a well-documented case of injury, sickness, medical condition, or other emergency that caused them to miss the exam.
- Homework should be hand-written and submitted to the instructor by the specified due date and time in the classroom. Late one will attract a 20% reduction in grade for every day late.

✚ Evaluation

- Midterm exam 30 points
- Final exam 50 points
- Assignments and participation 20 points

Note: Students must present and discuss their assignments in the classroom.

✚ Course schedule

Week	Units	Learning objectives
1-2	Introduction to the course Introduction: Marketing for Hospitality and Tourism	<ul style="list-style-type: none"> • Define marketing and outline the steps in the marketing process. • Explain the relationships between customer value and satisfaction. • Be aware of key marketing concepts such as wants, need, customer value and satisfaction • Appreciate the customer orientation in tourism and hotel industries • Know the components of tourism industry
3	Unit 2: Service Characteristics of Hospitality and Tourism Marketing	<ul style="list-style-type: none"> • Be aware and appreciate a service culture • Identify four service characteristics that affect the marketing of a hospitality or travel product • Explain marketing strategies for service businesses
4	Unit 3: The Marketing Environment	<ul style="list-style-type: none"> • List and discuss the importance of the elements of the company's microenvironment, including the company, suppliers, marketing intermediaries, customers, and public. • Understand how changes in the demographic and economic environments affect marketing, and describe the levels of competition.
5	Unit 6: Consumer Markets and Consumer Buying	<ul style="list-style-type: none"> • Be familiar with Explain the model of buyer behavior • Outline the major characteristics

	Behavior	affecting consumer behavior, such as cultural, social, personal, and psychological factors <ul style="list-style-type: none"> • Explain the buyer decision process
6-7	Unit 8: Market Segmentation, Targeting, and Positioning	<ul style="list-style-type: none"> • Be familiar with the components of making a customer-oriented marketing strategy: market segmentation, targeting, and positioning. • Describe the requirements for effective segmentation • Explain attractiveness for market segments and choose a market-targeting strategy. • Understand the concept of positioning for competitive advantage
8	The mid exam will be held (to be determined)	
9-10	Unit 9: Designing and Managing Products	<ul style="list-style-type: none"> • Define the term product, including the core, facilitating, supporting, and augmented product. • know how to provide suggestions and offer advice
11	Unit 11: Pricing Products: Pricing Considerations, Approaches, and Strategy	<ul style="list-style-type: none"> • Outline the internal factors affecting pricing decisions, especially marketing objectives, marketing mix strategy, costs, and organizational considerations. • Identify the external factors affecting pricing decisions • know the differences in general pricing approaches
12	Unit 12: Distribution Channels	<ul style="list-style-type: none"> • Describe the nature of distribution channels, and tell why marketing intermediaries are used. • Be aware of the different marketing intermediaries available to the hospitality and tourism industries
13	Unit 13: Promoting Products: Communication and Promotion Policy and Advertising	<ul style="list-style-type: none"> • Define the five promotion tools and discuss the factors that must be considered in shaping the overall promotion mix
14	Unit 16: Direct and Online Marketing: Building Customer Relationships	<ul style="list-style-type: none"> • Define direct marketing and discuss its benefits to customers and companies • Explain how companies have responded to the Internet and other powerful new technologies with online marketing strategies

Note: Schedule is subject to change with notification