

# AOHT Hospitality Marketing

## Course Scope and Sequence

July 2016

Hospitality Marketing introduces students to the objectives, strategies, and tools that are important to marketing in the hospitality industry. This course exposes students to the wide range of marketing options that all marketing managers and business owners consider as they create marketing plans. Students explore many new concepts while expanding their understanding of several marketing topics that were introduced in Principles of Hospitality and Tourism.

Students become familiar with each phase of marketing and with strategies to build business and brand equity, for both large-scale operations (such as hotel chains) and smaller businesses (such as restaurants). They learn how to assess marketing niches, understand customer and consumer needs, and conduct basic market research. As students study the benefits and potential drawbacks of various marketing channels, they develop an integrated marketing campaign that uses a range of appropriate marketing channels. Finally, this course explores career opportunities in the field of hospitality marketing.

For their culminating projects, students develop a marketing plan for a new tourist attraction to be developed in their local community. Throughout the course, students create products that can inform their final plan, including a mission statement, market research, a brand mark, a jingle, and mock-ups for social media marketing. Students work together in their group to develop an overall plan based on these components, and then they create a digital presentation that shares the highlights of their plan with an invited audience.

This course is expected to take a total of 69 50-minute class periods to complete.

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### Unit 1: Marketing Basics

#### Lesson 1: What Is Hospitality Marketing?

Estimated # of Class Periods: 3

##### Learning Objectives

- Define *marketing*
- Describe the four basic phases of a marketing plan
- Differentiate between marketing, advertising, and public relations
- Describe major trends in today's hospitality market

#### Lesson 2: The Customer

Estimated # of Class Periods: 3

##### Learning Objectives

- Classify customers by demographics
- Describe the methods of market segmentation
- Define the term *niche market*
- Evaluate the strengths and weaknesses of market segmentation as a strategy

- Identify the current market segments for the local community

### **Lesson 3: The Product**

Estimated # of Class Periods: 8

Learning Objectives

- Describe the qualities of a hospitality product
- Evaluate the hospitality and tourism products of a specific community
- Develop a proposal for a new hospitality/tourism product for a specific community
- Identify and describe a target market for a new hospitality/tourism product

### **Lesson 4: Mission Statements and Goals**

Estimated # of Class Periods: 3

Learning Objectives

- Display understanding of how a mission statement guides business or personal practices
- Develop a mission statement for a specific attraction
- Differentiate between effective and ineffective business goals
- Develop goals for a specific attraction

### **Lesson 5: Market Research**

Estimated # of Class Periods: 5

Learning Objectives

- Explain the basics of conducting market research
- Describe types of market research
- Develop a market research tool
- Evaluate market research data
- List the main types of market influences

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## **Unit 2: Branding and Strategy**

### **Lesson 6: The Significance of Brands**

Estimated # of Class Periods: 3

Learning Objectives

- Give examples of how brand image affects perceived value
- Identify the elements of a successful brand
- Use the psychology behind branding to gauge a brand's potential
- Analyze a brand to determine its effectiveness

## Lesson 7: Developing a Brand

Estimated # of Class Periods: 5

### Learning Objectives

- Describe the development process for a new brand
- Evaluate the results of market research
- Decide how best to design a brand to market a specific attraction

## Lesson 8: Marketing Strategy

Estimated # of Class Periods: 3

### Learning Objectives

- Evaluate the consistency of purpose and vision across a range of marketing materials for a specific hospitality or tourism business
- Display understanding of the relationship between a company's mission, goals, and marketing strategy
- Develop a marketing strategy statement for a specific hospitality or tourism business

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# Unit 3: Marketing Channels

## Lesson 9: Public Relations

Estimated # of Class Periods: 3

### Learning Objectives

- Display understanding of the role that public relations plays in a marketing campaign
- Evaluate news stories to identify their public relations components
- Develop an effective news release

## Lesson 10: Print Marketing

Estimated # of Class Periods: 4

### Learning Objectives

- Display understanding of common marketing channels
- Identify forms of print marketing
- Describe how a restaurant may use a menu as a marketing tool
- Evaluate the language and visuals used in print ads for the hospitality industry
- Evaluate the use of specific print marketing materials in the hospitality and tourism industry

## Lesson 11: Broadcast Media Campaigns

Estimated # of Class Periods: 3

Learning Objectives

- Classify radio and television stations by likely target audiences
- Develop a script for a radio or TV jingle that promotes a tourist attraction
- Evaluate broadcast media outlets and recommend one or more for an ad promoting a tourist attraction

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## **Unit 4: Internet Marketing**

### **Lesson 12: Internet Marketing Basics**

Estimated # of Class Periods: 4

Learning Objectives

- Define common Internet marketing terms
- Explain how a website can be used as a marketing tool
- Identify elements of a successful marketing website

### **Lesson 13: Digital Marketing and Interactivity**

Estimated # of Class Periods: 7

Learning Objectives

- Display understanding of several common digital marketing tools
- Characterize the usefulness of various digital marketing tools for marketing a specific attraction
- Develop a detailed recommendation for how digital marketing tools can be used together to promote a specific attraction
- Decide how best to create a mock-up of a digital marketing promotional artifact for a hospitality and tourism business

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## **Unit 5: Putting It All Together**

### **Lesson 14: The Culminating Project**

Estimated # of Class Periods: 10

Learning Objectives

- Synthesize multiple marketing elements into a cohesive marketing plan
- Demonstrate the ability to use presentation software to create an effective marketing presentation
- Develop a presentation that captures the highlights and key components of a marketing plan
- Demonstrate the ability to give a professional presentation

## Lesson 15: Working in the Industry and Course Closure

Estimated # of Class Periods: 5

### Learning Objectives

- Explain the types of jobs that are available in the hospitality and tourism industry related to marketing
- Evaluate which hospitality and tourism marketing jobs are most suitable based on personal interests and skills
- Evaluate personal experience and qualifications for potential employment opportunities
- Create a profile for an appropriate college choice
- Reflect on learning in total during the course