**NEAR EAST UNIVERSITY**

**SCHOOL OF TOURISM AND HOTEL MANAGEMENT**

**COURSE OUTLINE**

**HOSPITALITY MARKETING – THM 328**

**SPRING SEMESTER 2014-2015**

**Lecturer**: Özlem YAMAK

**Contact Info:** ozlem.yamak@neu.edu.tr OR ozlm.yamak@gmail.com

**Pre-requisites:** THM 243 ‘Introduction to Hospitality Marketing’

**Credit Hours:** (3, 1) 3

**Course Schedule**: Every Monday and Wednesday at 15:30-17:20

**Course Room**: C 1

**Course Description**: This course focused on the application of marketing principles and techniques to the hospitality and travel industries. The student will examine how the marketing concepts of product, place, and price and promotion can be effectively utilized in the hospitality industry.

**Required Text**:

Kotler, Philip; Bowen, T. John; Makens, C. James. 2010. Marketing for Hospitality and Tourism. 5th ed. Pearson Prentice Hall.

**Course Performance Requirements**

Quiz + Participation + Attendance 15 %

Mid-Term Exam 30 %

HW + Project 15 %

Final Exam 40 %

Attendance is compulsory.

**The Weekly Breakdown of the Course Content**

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| **WEEK** | **DATE** | **TOPICS** |
| **1** | **16 Feb. 2015****18 Feb. 2015** | **Introduction****Marketing for Hospitality and Tourism** |
| **2** | **23 Feb. 2015****25 Feb. 2015** | **Service Characteristics of Hospitality and Tourism Marketing** |
| **3** | **02 Mar. 2015****04 Mar. 2015** | **The Role of Marketing in Strategic Planning** |
| **4** | **09 Mar. 2015****11 Mar. 2015** | **The Marketing Environment** |
| **5** | **16 Mar. 2015****18 Mar. 2015** | **Marketing Information Systems and Marketing Research** |
| **6** | **23 Mar. 2015****25 Mar. 2015** | **Consumer Markets and Consumer Buying Behaviour** |
| **7** | **30 Mar. 2015****01 Apr. 2015** | **Market Segmentation, Targeting Positioning** |
| **8** | **06 Apr. 2015****08 Apr. 2015** | **Organisational Buyer Behaviour of Group Market** |
| **9** | **13-17 Apr. 2015** | **MID-TERM WEEK** |
| **10** | **20 Apr. 2015****22 Apr. 2015** | **Designing and Marketing Products** |
| **11** | **27 Apr. 2015****29 Apr. 2015** | **Internal Marketing** |
| **12** | **04 May 2015****06 May 2015** | **Pricing Products: Pricing Considerations, Approaches, and Strategy** |
| **13** | **11 May 2015****13 May 2015** | **Distribution Channels** |
| **14** | **18 May 2015****20 May 2015** | **Promotion Products: Communication Promotion Policy and Advertising** |
| **15** | **25 May 2015****27 May 2015** | **Project Presentations** |
| **16** | **29 May 2015** | **End Of Classes** |
| **19** | **01-12 June 2015** | **FINAL EXAM WEEK** |
| **20** | **22-25 June 2015** | **Re-Sit Exams** |
| **21** | **26 June 2015** | **End of Term** |

**The outline is tentative and topics may change or shift in terms of their timing.**