

Prepared by the Department of Business

Date of Departmental Approval: November 5, 2012

Date Approved by Curriculum and Programs: November 14, 2012

Effective: Fall 2013

1. **Course Number:** HRM 230
Course Title: Hospitality Marketing
2. **Description:** Marketing of the hospitality industry is studied through the exercise of strategic marketing planning. Emphasis is placed on understanding marketing concepts and how it is applied to the mission statement, research techniques, situation analysis, positioning, and the tools of marketing.
3. **Student Learning Outcomes:** Upon successful completion of this course, students are able to do the following.
 - Define hospitality marketing and differentiate it from general marketing.
 - Name and explain the four elements of the marketing mix
 - Define consumer behavior, including the characteristics that influence purchase decisions
 - Explain market segmentation and the methods used to segment a market.
 - Explain and demonstrate the dynamic of the “product life cycle” as it relates to hospitality products
 - Demonstrate the inter-relationship between the marketing department and the operations department in a variety of hospitality environments including lodging, food service and tourism
 - Utilize marketing concepts to examine the process of competition using the marketing mix as a guide.
4. **Credits:** 3 credits
5. **Satisfies General Education Requirement:** No
6. **Prerequisites:** HRM140 and ENL101
7. **Semester Offered:** Spring
8. **Suggested General Guidelines for Evaluation:** Students are evaluated using quizzes, homework, tests, case studies, and a team project.
9. **General Topical Outline:** (Optional)