

Virginia Western Community College
HRI 235
Marketing of Hospitality Services

Prerequisites

n/a

Course Description

Studies principles and practices of marketing the services of the hotel and restaurant industry. Emphasizes the marketing concept with applications leading to customer satisfaction. Reviews methods of external and internal stimulation of sales. May include a practical sales/marketing exercise and computer applications. Lecture 3 hours per week.

Semester Credits: 3 Lecture hours**Required Materials****Textbook:**

Hospitality Marketing Management By David C. Bojanic and Robert D. Reid Wiley Publisher. 6th edition
ISBN#: 9781118988954

Other Required Materials:

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Course Outcomes

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

1. Understand what hospitality marketing is.
2. Understand hospitality consumers, market segmentation and positioning
3. Understand how to make a marketing plan
4. Understand pricing strategy
5. Understand distribution and supply chain
6. Understand the importance of marketing and social media.

Topical Description

- Chapter 1:** Introduction to Hospitality marketing
- Chapter 2:** The external environment and sustainability
- Chapter 3:** Understanding the behavior of hospitality consumers
- Chapter 4:** Market segmentation and positioning
- Chapter 5:** Developing a marketing plan
- Chapter 6:** Information for marketing decisions
- Chapter 7:** Pricing strategy
- Chapter 8:** Developing new products and services
- Chapter 9:** Managing products and services
- Chapter 10:** Distribution and supply chain management
- Chapter 11:** Electronic commerce
- Chapter 12:** Integrated marketing communications
- Chapter 13:** Advertising and social media
- Chapter 14:** Sales promotions and public relations
- Chapter 15:** Personal selling

Notes to Instructors

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