

# University Master Degree in Hotel Management

Academic Year: 2017-2018

## Teaching guide

Area: Marketing and Sales Management

Subject: International Marketing Management

Period: Semester 1

Lecturers:

Dr. Gilda María Hernández Maskivker

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MODULE: INTERNATIONAL HOTEL MANAGEMENT  
AREA: MARKETNG AND SALES MANAGEMENT  
SUBJECT: INTERNATIONAL MARKETING MANAGEMENT  
CODE: MHMISMM  
LANGUAGE: ENGLISH  
YEAR: 1  
PERIOD: SEMESTER 1  
CREDITS: 5 ECTS

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## 1. Subject objectives

This subject will provide students with a wide and creative approach of the strategic marketing in the context of hotels. Marketing principles and its practical implications will be addressed from an international perspective, promoting comparison and critical thinking about hotel marketing management.

This subject will strengthen students' capacity to:

- achieve a solid and in-depth understanding of strategic marketing in the hospitality context.
- understand and predict tourist behaviour.
- detect market opportunities and design marketing strategies for an international tourism market.
- understand brand management and innovation in marketing
- understand digital marketing
- analyse internet marketing strategies in the hospitality industry
- deal with real problems and situations in both large and smaller hotels.
- appraise go-to-market strategies.
- design and evaluate strategic marketing plans for hotels.

## 2. Competencies developed

### Basic

B06 - knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often in a research context

B07 - students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study

B08 - students are able to integrate knowledge and handle complexity and formulate judgments based on information that is incomplete or limited, include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments

B09 - students can communicate their conclusions and the underlying supporting knowledge and rationale to specialists and non-specialists in a clear and unambiguous way.

B10 - students must possess the learning skills that enable them to continue studying in a way that will be largely self-directed or autonomous

## **General**

G01 - be able to search and manage information from sources in order to make decisions that contribute to achieving the objectives of the organization

## **Transversales**

T03 - use English as the language of the hotel industry in developing a career in an international environment

## **Specific**

E02 - Identify the different global actors active in shaping the market and hotel industry to learn how to compete or cooperate with them

E04 - Understanding the legal framework governing hotel activities to plan and carry out the activity according to the regulations

E05 - define and develop the goals, tactics and marketing strategies needed to establish appropriate policies in line with the objectives and strategies of the hotel company

E06 - identify the needs and expectations of consumers to plan for the provision of various products and services that allow hoteliers to encourage excellence in customer relations through a process of continuous innovation

E10 - Identifying and using information technology and communications (ICT) in the various fields of hotel management companies, both internally and externally

## **3. Content**

Session 1: Introduction to Hospitality Marketing: key concepts. Strategic and operational marketing: differences. Marketing plans in tourism. Instructions for the Case analysis: Marketing Strategies in the Hospitality Industry. Introduction to the Project Me .

Session 2: Tourist behaviour Neuromarketing Team work: Tourist behaviour in the hospitality industry Working time for the 'Project Me' .

Session 3: Market segmentation in tourism services Working time for the 'Project Me' .

Session 4: Guest lecturer: Rene Hoeltschl- General Manager ME Sitges Working time for the Project Me .

Session 5: Targeting and positioning Positioning: positioning maps Relevance of competitive strategies

and management Analyzing the competition Key factors for success (CSFs) .

Session 6: Designing and Managing Products: Differentiation- Value creation perspective Pricing products Distribution Channels Promoting Products Case study assessment .

Session 7: Guest Lecturer on Digital Marketing and Social Media.

Session 8: 'Project Me' Presentations .

Session 9: Final Exam 8/01.

#### 4. Teaching methodology

**Case Studies.** Marketing Strategies in the Hospitality Industry

**Plenary Lectures.** Lecture 1,2,3,4,5,6,7

**Working individually or in groups.** Teamwork: Tourist behaviour in the hospitality industry

**Student Presentations (individual or group).** Oral Presentation of the 'Project ME'

**Theoretical evaluation .** Multiple choice test. Individual assessment

**Supervised Projects.** Project ME: the luxury market

#### 5. Assessment activities

##### **Regular examination call**

- **Case analysis: Marketing Strategies in the Hospitality Industry (Nov, 24/2017)**

Case analysis (Group - 30%)

Evaluated competences: B6; B7; B8; B9; G01; T03; E02; E04; E05; E06; E10

- **Project ME (Dec, 19/2017)**

Supervised project (Group - 40%)

Evaluated competences: B6; B7; B8; B9; B10; G01; T03; E02; E04; E05; E06; E10

- **Multiple choice test (Jan, 08/2018)**

Final exam (Individual - 30%)

Evaluated competences: B6; B8; B10; T03; E02; E04; E05

The grades of the assessments will be averaged only if the assessment activities are marked 4.0 or higher. If not, the resit conditions are applicable and individual improvements should be presented at the resit examination call.

Assessments should be uploaded on the Moodle on time: no later than 9 pm on the indicated dates. Those assessments that are not uploaded on time will be graded with a 0 and will be averaged with the other grades. For all assessments the HTSI referencing guidelines, cover page, format and lay-out instructions should be used appropriately.

Late submission: permission to submit an assessment late may be granted by the lecturer. Permission is dependent upon valid reasons and may be refused. Valid reasons are, for example, an extended illness or unforeseen personal difficulties. If a late submission is approved, you will be given written confirmation of the alternative submission date. The maximum extension to any submission deadline is normally 2 weeks.

Unless the reason for lateness makes this impossible, permission for late submission must be sought at least 4 days in advance of the submission deadline. Where late submission is requested on medical grounds, a medical certificate must be provided.

### **Resit examination call**

- **Multiple choice test (Jan, 25/2018)**

Final exam (Individual - 30%)

Evaluated competences: B6; B8; B10; T03; E02; E04; E05

- **Project ME Ibiza (Jan, 25/2018)**

Supervised project (Individual - 40%)

Evaluated competences: B6; B7; B8; B9; B10; G01; T03; E02; E04; E05; E06; E10

- **Case analysis: Marketing Strategies in the Hospitality Industry (Jan, 25/2018)**

Case analysis (Individual - 30%)

Evaluated competences: B6; B7; B8; B9; B10; G01; T03; E02; E04; E05; E06; E10

If the student fails the first evaluation he/she will need to retake the failed assessments on an individual basis. The grades of the assessments will be averaged only if activities are marked 4.0 or higher.

At the resit examination call, the grades corresponding to the submitted assessments will be accounted for, though the maximum grade for assessments submitted at the resit is a 5.

### **Repeating students without attendance: regular examination call**

- **Multiple choice test**

Final exam (Individual - 30%)

Evaluated competences: B6; B8; B10; T03; E02; E04; E05

- **Project ME Ibiza**

Supervised project (Individual - 40%)

Evaluated competences: B6; B7; B8; B9; B10; G01; T03; E02; E04; E05; E06; E10

- **Case analysis: Marketing Strategies in the Hospitality Industry**

Case analysis (Individual - 30%)

Evaluated competences: B6; B7; B8; B9; B10; G01; T03; E02; E04; E05; E06; E10

The grades of the assessments will be averaged only if the assessment activities are marked 4.0 or higher. If not, the resit conditions are applicable. All the assessments are on an individual basis.

### **Repeating students without attendance: resit examination call**

- **Multiple choice test**

Final exam (Individual - 30%)

Evaluated competences: B6; B8; B10; T03; E02; E04; E05

- **Project ME Ibiza**

Supervised project (Individual - 40%)

Evaluated competences: B6; B7; B8; B9; B10; G01; T03; E02; E04; E05; E06; E10

- **Case analysis: Marketing Strategies in the Hospitality Industry**

Case analysis (Individual - 30%)

Evaluated competences: B6; B7; B8; B9; B10; G01; T03; E02; E04; E05; E06; E10

If the student fails the regular examination call for repeating students without attendance, he/she will need to retake the failed assessments. The grades of the assessments will be averaged only if the assessment activities are marked 4.0 or higher.

At the resit examination call, the grades corresponding to the submitted assessments will be accounted for, though the maximum grade for assessments submitted at the resit is a 5.

### **Follow-up meetings**

Week 4 (Oct, 27/2017), 14hs

Week 6 (Nov, 16/2017), 14hs

Week 10 (Dec, 14/2017), 14hs

## 6. Bibliography

### Mandatory readings

Grönroos (1994). From marketing mix to relationship marketing: towards a paradigm shift in marketing. *Management decision*, Vol. 32, N°2.

Kotler; Bowen and Makens (2010) *Marketing for Hospitality and Tourism*. New Jersey: Pearson Education. ISBN-13: 978013245313-4 See chapters/pages1-2

Barceló Hotels & Resorts Report (2015). *The Difference Barceló. A Step Forward. A Step Ahead*.

Kotler; Bowen and Makens (2010) *Marketing for Hospitality and Tourism*. New Jersey: Pearson Education. ISBN-13: 978013245313-4 See chapters/pages3

Dooley (2009). *Sensory Branding at Le Méridien. Neuromarketing*.  
<http://www.neurosciencemarketing.com/blog/articles/sensory-branding-at-le-meridien.htm>

Kotler; Bowen and Makens (2010) *Marketing for Hospitality and Tourism*. New Jersey: Pearson Education. ISBN-13: 978013245313-4 See chapters/pages6-7

King (2015). *Neuromarketing: The Emotions of Travel and Hospitality Marketing*. *Hotel Business Review*

Morin (2011). *Neuromarketing: The New Science of Consumer Behavior*. Symposium: consumer culture in global perspective. Vol. 48, pp. 131-135

Min; Min; Emam (2002) A data mining approach to developing the profiles of hotel customers. *International Journal of Contemporary Hospitality Management*. Vol. 14, N° 6

Kotler; Bowen and Makens (2010) *Marketing for Hospitality and Tourism*. New Jersey: Pearson Education. ISBN-13: 978013245313-4 See chapters/pages8

D'Antonio (2013). *Market Segmentation: Identifying Where Hotel Demand Comes From*. HVS.  
<http://www.hvs.com/article/6583/market-segmentation-identifying-where-hotel-demand-comes/>

Luck and Lancaster (2015). The significance of CRM to the strategies of hotel companies. *Worldwide Hospitality and Tourism Themes*. Vol. 5 No. 1, pp. 55-66

Kotler; Bowen and Makens (2010) *Marketing for Hospitality and Tourism*. New Jersey: Pearson Education. ISBN-13: 978013245313-4 See chapters/pages10

Kotler; Bowen and Makens (2010) *Marketing for Hospitality and Tourism*. New Jersey: Pearson Education. ISBN-13: 978013245313-4 See chapters/pages9

Nuttavuthisit (2006). *Branding Thailand: Correcting the negative image of sex tourism*. *Place Branding and Public Diplomacy* Vol. 3, N°1, pp. 21-30

Kotler; Bowen and Makens (2010) *Marketing for Hospitality and Tourism*. New Jersey: Pearson Education. ISBN-13: 978013245313-4 See chapters/pages18

### Recommended readings

Lee; Broderick; Chamberlain (2007). *What is neuromarketing? A discussion and agenda for future*

research. International Journal of Psychophysiology. Vol. 63, pp. 199-204

## 7. Lecturer/s

**Dr. Gilda María Hernández Maskivker** (Head lecturer) - [gilda.hernandez@htsi.url.edu](mailto:gilda.hernandez@htsi.url.edu)

Contact hour: Fridays from 14 to 15hs

## 8. Observations

\* Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.

\* Academic norms and regulations is an obligation for all the members of the academic community in the faculty.