



MODULE DESCRIPTOR

TITLE	International Hospitality and Tourism Marketing Planning
SI MODULE CODE	44-6915-00L
CREDITS	20
LEVEL	6
JACS CODE	N800
SUBJECT GROUP	Hospitality
DEPARTMENT	Service Sector Management
MODULE LEADER	Richard Tressider

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
36		164	200

MODULE AIM

- Develop knowledge and application of the strategic principles and practices of marketing planning in the international hospitality and tourism industry.
- Facilitate analysis of hospitality and tourism markets to develop consumer-orientated marketing planning objectives, strategies and tactics within the context of contemporary case studies.
- Develop reflective learning and analytical, problem solving skills in the context of hospitality and tourism marketing planning.
- Develop the opportunity to identify and defend an innovative tourism/hospitality marketing opportunity to a professional standard through experiential learning.
- Develop the ability to synthesis marketing plans for organisations in the international hospitality and tourism industry, applying theory to practice.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

1. Identify and apply the principles and concepts of marketing planning in the international hospitality and tourism industry to a specific contemporary case study problem or issue.
2. Recognise and evaluate the theoretical, practical and professional application of tourism and hospitality marketing planning to the tourism and hospitality sector.
3. Critically evaluate aspects of the competitive market environment for hospitality and tourism to identify and justify potential marketing planning opportunities.
4. Identify and Select relevant marketing intelligence and/or data and apply that to the development of marketing planning problems.

5. Communicate ideas for hospitality and tourism marketing planning using appropriate negotiation, leadership, communication and CIT applications.
6. Synthesise a marketing plan for an organisation in the international hospitality and tourism industry using appropriate research.

INDICATIVE CONTENT

The module covers a number of businesses and theoretical orientated that reflect current thinking in International tourism and marketing planning. As covered include;

Defining the marketing experience in tourism and hospitality

How to write a marketing plan

Developing International Marketing Strategies

Consumption and Identity

Internationalisation & Global Marketing

Customer relationship Marketing

Branding

Ethics & Sustainability

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

The module is taught using 12 X 1 hour formal lectures and 24 X 1 interactive seminar and drop in sessions.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Group Presentation	PR	20	20 Minutes	Y
2	Individual Report	CW	80	3,500 Words	N

FEEDBACK

Students will receive feedback on their performance in the following ways

There are a number of opportunities provided within the study schedule for students to get feedback on your progress. On completion of each task students will be given written feedback and verbal feedback on their performance.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts
Tresidder. R & Hirst. C. (2012) Marketing in Food, Hospitality, Tourism and Events: A Critical Approach; Goodfellow Publishers
Pervez. N. & Caterora. P. (2010) International Marketing (3 rd Ed); McGraw-Hill, Higher Education
Hollensen. S. (2010) Global Marketing: A Decision Orientated Approach, Prentice Hall
*(ALL STUDENTS TO USE THESE TEXTS)
Supplementary and Alternative Texts
Baker, M.J. (2000) Marketing Strategy and Management (3 rd Edition), Macmillan
Baker, M.J. (ed) (2003) The Marketing Book (7 th Edition), Butterworth Heinemann
Bradley, F. (2001) International Marketing Strategy (4 th Edition) Prentice Hall
Christopher, M. Payne, A. and Ballantyne, D. (1997) Relationship Marketing: Bringing Quality, Customer Service, and Marketing Together, Butterworth Heinemann
De Pelsmacker, P., Geuens, M., Van den Bergh, J. (2007) Marketing communications, A European perspective (3rd Edition), Prentice Hall
Doole, I. and Lowe, R. (2004) International Marketing Strategy Analysis, Development and Implementation, Thompson Learning
Horner, S. and Swarbrooke, J. (2007) Consumer Behaviour in Tourism (2 nd Edition) Butterworth Heinemann
Hsu, C.H.C. and Powers, T (2002) Marketing Hospitality, Wiley
Gilligan, C. and Wilson, R.M.S. (2003) Strategic Marketing Planning, Butterworth Heinemann
Jeannet, J.P. and Hennessy, H.D. (2004) Global Marketing Strategies (6 th Edition) Houghton Mifflin
Kotler, P. (2000) Marketing Management Prentice Hall
Kotler, P., Bowen, J., Makens, J. (2006) Marketing for hospitality and tourism (4 th Edition) Prentice Hall
Lancaster, G. and Reynolds, P. (2002) Marketing, Macmillan
Lovelock, C., Wirtz, J., Chew, P. (2009) Essentials of services marketing, Prentice Hall
Mercer, D. (1998) Marketing Strategy: The Challenge of the External Environment, Sage Publications
Middleton, T.C. (2001) Marketing in Travel and Tourism (3rd Edition), Butterworth Heinemann *(All Tourism students) NB: 2009 Edition available use if possible.
Nyheim, P., McFadden, F., Connolly, D. (2005) Technology strategies for the hospitality industry, Prentice Hall, London
Paliwoda, S.J. (2003) International Marketing (4 th Edition), Butterworth Heinemann
Solomon, M, Marshal, G., Stuart, E. et al. (2009) Marketing: Real People, Real Decisions; Prentice Hall, London
Solomon, M., Bamossy, G., Askegaard, S. and Hogg, M. (2010) Consumer Behaviour: A European Perspective; Prentice Hall, London
Usunier, J.C. and Lee, J.A. (2005) Marketing Across Cultures, Pearson Education
Westwood, J. (2000) How to Write a Marketing Plan, (2 nd Edition), Kogan Page
Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
Annals of Tourism Research ***
International Journal of Contemporary Hospitality Management***
Journal of Travel & Tourism Marketing ***
Cornell Hotel & Restaurant Administration Quarterly. *** Key Journals
European Journal of Marketing
International Journal of Marketing
Journal of Marketing Management
Journal of Brand Management
Marketing Intelligence and Planning
International Industry Report Sources (All available in library, please collect library guide on Hospitality Management International and Global Information Sources, a copy will also be available

on Blackboard)
Passport Global Market Information Database
Mintel Global Market Navigator
Key Note
Mintel Oxygen - Travel & Tourism, new China Reports
Business Source Premier
International Company Information Sources
PI Navigator
Amadeus
Business Source Premier
Nexis UK
<i>NB</i> – <i>There are many internet resources available however, be cautious when using these and ensure that they are legitimate and valid sites</i>

SECTION 2 MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	Y
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	09/2013

MODULE DELIVERY PATTERN - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	01/10/13	03/05/14
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
--	---

Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	
--	--

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
---	---

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 2
--	---------------

NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	