

## MODULE DESCRIPTOR

<b>TITLE</b>	Tourism and Hospitality Marketing Communications
<b>SI MODULE CODE</b>	44-5091-00S
<b>CREDITS</b>	10
<b>LEVEL</b>	5
<b>JACS CODE</b>	N800
<b>SUBJECT GROUP</b>	Tourism
<b>DEPARTMENT</b>	Service Sector Management
<b>MODULE LEADER</b>	

<b>MODULE STUDY HOURS (based on 10 hours per credit)*</b>			
<b>Scheduled Learning and Teaching Activities</b>	<b>Placement (if applicable)</b>	<b>Independent Guided Study</b>	<b>Total Number of Study Hours</b>
<b>18</b>		<b>82</b>	<b>100</b>

### **MODULE AIM**

Integrated marketing communications has become a vital function of tourism and hospitality organisations in recent years, and its importance is now widely recognised by virtually all sectors and businesses across tourism and hospitality. They expect graduates to have a sound understanding of the principles and practice of marketing communications. The marketing of visitor services is an increasingly complex activity because of the evolving nature of the product, the diversity of markets and the increasing development of and exposure of consumers to multiple communications channels.

The purpose of the module, therefore, is to give students an understanding of the key concepts and techniques in integrated marketing communications as applied within tourism and hospitality, and to make them aware of the current challenges facing managers in those sectors.

The aims of this module are to:

- develop knowledge and understanding of the evolving roles of promotion and communication within the broader scope of marketing;
- critically examine and dissect the various marketing promotion tools and integrated communication strategies employed within tourism and hospitality;
- help students identify and understand professional, ethical and ICT-based considerations underpinning tourism and hospitality communication activities;
- develop problem-solving capabilities and apply vocationally relevant skills to a range of issues related to integrated marketing communications in tourism and hospitality.

### **MODULE LEARNING OUTCOMES**

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

1. Demonstrate an understanding of the concepts and principles of effective, consumer focused tourism and hospitality marketing promotion and communications;
2. Outline and evaluate the tools and stages involved in an integrated marketing communications campaign;
3. Identify and apply marketing intelligence to develop creative marketing promotions;
4. Critically appraise the ethical and professional considerations of tourism and hospitality promotional activities and communications strategies and their impacts upon consumers decisions;

## **INDICATIVE CONTENT**

The module builds on students' learning from Level Four (Introduction to Marketing). During the course of the module, students will explore:

- communication theory and process;
- IMC and consumer decision making: empirical and conceptual cases in tourism and hospitality;
- the meaning of integrated marketing communications (IMC), the nature and scope of marketing promotions and its place within IMC; the role and place of both concepts within the broader ambit of marketing and marketing planning processes;
- the various marketing promotion tools used within tourism and hospitality services, their attributes, limitations and recent development;
- the stages and processes involved in an integrated marketing communications campaign;
- the changing role of advertising, including social and new media; evaluating advertising with particular reference to the practice of tourism and hospitality businesses;
- the role and use of consumer audience and market intelligence in IMC;
- emerging professional and ethical issues in communicating tourism and hospitality promotions;
- marketing communications planning.

## **LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS**

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

This module seeks to develop student's confidence in identifying and applying IMC concepts and theories to consumers' decision making practices and processes through LTA activities which include students own reflections on marketing communications practice.

Students will learn through a mixture of formal lectures combined with seminars and workshop activities, case studies, scenarios and in-class practical exercises, guest speakers to demonstrate key practical issues and enhance students' understanding of specific challenges and role-play activities. Lectures and seminar sessions are interactive and normally require some prior- or post-class activity to reinforce learning.

In self-study time students will learn to recognise concepts and build creative awareness and critical judgement about IMC and promotional activities. Students will be expected to spend a proportion of their time outside class in directed and self-directed study, engaging in academic reading and building up their knowledge and current awareness of tourism and hospitality IMC practice. Students are encouraged to engage with a wide variety of sources of industry IMC information, including television, company reports, press, online media, social media etc, as well as academic literature.

Assessment is through a single piece of coursework. The assessment package will reinforce the student's learning by testing the anticipated learning outcomes.

The Blackboard site is a key resource for students' learning, understanding of the module and communication with the teaching team. In addition to lecture and seminar materials, students will be referred to relevant publications, websites, articles, etc either externally or posted on Blackboard regularly to support them in widening their learning and understanding. The Blackboard site will be the key repository for all the documents related to this module.

Students on this module will receive feedback from summative assessment. Along with specific seminar activities, direction, advice and guidance will be given throughout the module delivery to provide support for all learning activities and assessment.. To enable students to learn from completed activities and assessment work feedback will include elements of 'feed forward': ie advice and guidance to detail how students may improve various aspects of their future work.

## **ASSESSMENT TASK INFORMATION**

This module is assessed through coursework (100%). The assessment task for students to complete is an individual presentation on an IMC case/issue worth 100%. A brief description of the assessment task is given on the pages below however further details and guidance will be given throughout the module delivery and available via Blackboard.

<b>Task No.*</b>	<b>Short Description of Task</b>	<b>SI Code EX/CW/PR</b>	<b>Task Weighting %</b>	<b>Word Count or Exam Duration**</b>	<b>In-module retrieval available</b>
1	Individual written assignment	CW	100%	2,500	N

## **ASSESSMENT STRATEGY AND METHODS**

### **TASK BRIEF 1 – COURSEWORK**

<b>Module Title:</b>	Tourism and Hospitality Marketing Communications
<b>Assessment Title:</b>	Task 1 Portfolio based report
<b>Individual/Group:</b>	Individual
<b>Weighting:</b>	100%
<b>Submission Date:</b>	Week 12

## **INSTRUCTIONS TO STUDENTS FOR SUBMISSION OF THIS COURSEWORK**

### **TASK DETAILS:**

Assessment Task 1 is an individual piece of work worth 100% of the overall module assessment mark. It will take the form of a portfolio based report, in which students research and examine a marketing communications scenario for a tourism / hospitality organisation, from a problem-based perspective.

### **PARTICULAR INSTRUCTIONS TO STUDENTS:**

(To be confirmed in due course)

### **SUBMISSION REQUIREMENTS**

Submission requirements are as follows:

- i) reports will be submitted electronically as MS Word documents via Blackboard,
- ii) completed evidence portfolios must be submitted via SHIP.

The final deadline and the process will be confirmed and discussed in the seminars and guidance given accordingly.

### **STUDY SKILLS SUPPORT**

In addition to dedicated seminars for assessment support, study skills advice and guidance will be provided throughout the duration of the module delivery. This will include coaching on submitting assignments electronically and relevant to accessing feedback / feed forward comments via Blackboard. Beyond this where appropriate and relevant students are encouraged to utilise the support services offered by Student & Learning Services such as 'Study Skills Practice, International Student Support, Disabled Student Support, Careers Advice, etc'. Details of this can be found via the 'Help & Support' section on Blackboard.

## **FEEDBACK**

Students will receive feedback on their performance in the following ways

*Via electronic feedback to be emailed to students.*

## **LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)**

The reading list is indicative and includes the following titles; however students are recommended to also search generic services marketing texts.

### **Recommended Texts**

Hudson S (2008) *Tourism and Hospitality Marketing*. Sage: London

Kotler, P., Bowen, J. and Makens, J. (2008) *Marketing for Hospitality and Tourism*, Fourth Edition. Prentice Hall: NJ;

### **Supplementary and Alternative Texts**

Fyall, A. and B. Garrod. (2004). *Tourism marketing: a collaborative approach*, Channel View Publications: Clevedon;

Scott D M (2010) *The new rules of marketing and PR*, 2<sup>nd</sup> ed. Wiley and sons

**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  
Journal of Travel and Tourism Marketing  
Journal of Vacation Marketing  
Tourism Management  
Locum Destination Review  
Insights  
Journal of Service Marketing  
European Journal of Marketing

**Internet sources** – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.

<http://academic.mintel.com.lcproxy.shu.ac.uk>  
<http://shu.summon.serialssolutions.com>

Mintel market analysis reports  
Euromonitor market directories

## SECTION 2 MODULE INFORMATION FOR STAFF ONLY

### MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

#### MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

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

**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	01/10/2013	24/12/2013
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
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Are any staff teaching on this module non-SHU employees?	N
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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?	
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#### 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
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*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. 1
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#### 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.	