Code - Course	721107 – Hospitality marketing		
Type	Basic training	**Year**	1st
Thematic Area	Company fundamentals	**Credits**	6 ECTS
Professor in charge of the course		Anaïs Cavallin	
In-class	60 hours	**Teacher-led**	40 hours	**Individual**	50 hours

BRIEF COURSE DESCRIPTION

This course is designed to provide students with a comprehensive understanding of the principles and practices of marketing, focusing on consumer segmentation, the creation of marketing plans, and positioning strategies. In today's environment, marketing is an essential tool for the success and competitiveness of hotels. Understanding market trends, conducting competitive analysis, and understanding customer needs allow hotels to adapt their strategies and stand out in a highly competitive market.

Within the framework of this course, students will explore everything from basic marketing concepts, such as PESTEL and SWOT analyses, to market segmentation, positioning and differentiation strategies. Additionally, the course will address specific marketing trends in the hospitality sector, considering both the current needs and behaviors of customers and marketing and communication trends from the hotel's perspective.

LEARNING OUTCOMES

The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M02C7- Describe the structure of a marketing plan and its relevance for companies.

M02H8- Analyze marketing theories to understand changing customer behavior

Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC04, TC05, TS01.* They are all available for consultation in this link.

ACADEMIC CONTENTS

1. What is Marketing?

    1.1 Concept of Marketing
    1.2 The Marketing Plan
        1.2.1 Why do companies need a Marketing Plan?
        1.2.2 The three phases of a Marketing Plan

2. Analytical Marketing

2.1 PESTEL Analysis
2.1.1 The impact of trends on a company
2.1.2 Process of doing a PESTEL Analysis
2.1.3 Examples of PESTEL factors for the hotel industry

2.2 Consumer Trends
2.2.1 Current and future consumer trends
2.2.2 Customer loyalty trends in hospitality

2.3 Competitive Analysis
2.3.1 What is a competitive analysis?
2.3.2 The three types of competitors
2.3.3 Steps to conduct a competitive analysis
2.3.4 The competitive advantage

2.4 SWOT Analysis
2.4.1 How to build a SWOT analysis
2.4.2 How to use a SWOT analysis

3. Market Segmentation

3.1 Segmentation Criteria
3.1.1 The importance of segmenting the market
3.1.2 Types of segmentation criterias
3.1.3 How to choose the correct segmentation criterias

3.2 Target Market
3.2.1 Choosing the appropriate target market(s)
3.2.2 The buyer persona

3.3 Market Coverage Strategies
3.3.1 Concentrated marketing
3.3.2 Differentiated marketing
3.3.3 Undifferentiated marketing

4. Positioning and Differentiation

4.1 Positioning Strategies
4.1.1 The concept of positioning
4.1.2 Perceived positioning vs. Strategic positioning

4.2 Differentiation Strategies
4.2.1 Product differentiation
4.2.2 Price differentiation
4.2.3 Other differentiation strategies

5. Operational Marketing

5.1 Marketing Mix
    5.1.1 What is the Marketing Mix
    5.1.2 Product
    5.1.3 Price
    5.1.4 Place
    5.1.5 Promotion

5.2 The 7Ps
    5.2.1 Adapting the 4Ps to the service industry
    5.2.2 Process
    5.2.3 People
    5.2.4 Physical Evidence

6. Hospitality Marketing Trends

LEARNING METHODOLOGY

The learning methodologies related to this course include a wide window of different actions to set off its learning outcomes, which mean a development of different kinds of capacities referred to the learning of processes and attitudes applicability in the organization's environment based on the following activities:

- Activity 1: Class Participation

Proactive participation in class will be evaluated, as this course will follow the flipped classroom methodology. Students will be responsible for creating their own summaries and presentations of theoretical elements to share in the classroom. This grade is also related to class attendance.

- Activity 2: Debates

Three debates will be held on different topics, such as the importance of market segmentation and customer loyalty in the hospitality sector. Attendance is mandatory on debate sessions.

- Activity 3: Positioning Strategy of the Hotel Alimara

Within the framework of the Alimara University Hotel, students will work on a real case to propose a positioning strategy for the leisure segment of the Alimara Hotel.

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's learning outcomes and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start:

Activities	Type	Continuous	Single	Week deadline[1]
Class Participation	Individual	20%	x	1st to 13th week
Debates	Group	20%	x	4th, 7th & 10th week
Positioning Strategy of the Hotel Alimara	Group	20%	40%	12th week
Final Exam	Individual	40%	60%	Exam Week
Total		**100%**	**100%**	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidence that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

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[1] The week deadline is an estimation which may be subject to changes that may prompt modifications to the planning or context of the syllabus.

The reassessment process will only involve the modification of the final grade in case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

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