

## STAGE 2

<b>Module</b>	Marketing Management and Research
<b>Course code</b>	BAIHH-MMR
<b>Credits</b>	5
<b>Allocation of marks</b>	40% Continuous Assessment
	60% Final Examination

### **Intended Module Learning Outcomes**

On successful completion of this module, the learner will be able to:

1. Assess the main tasks and concepts associated with marketing management and the marketing research process
2. Illustrate an understanding of the underlying concepts of marketing research, such as, market segmentation, targeting and positioning and their impact on marketing management decisions
3. Examine the important changes that the Internet and web-based technologies, such as social media and mobile applications, are making to the hospitality marketplace.
4. Assess the effectiveness and performance of a marketing plan to include the marketing mix strategy
5. Explain the factors influencing buyer behaviour in both the traditional and online channels
6. Employ skill in the design and presentation of examples of research methods.
7. Discuss the international trends and changes in the marketing environment, as they relate to the international hospitality industry
8. Discuss ideas clearly and professionally.

### **Module Objectives**

This module builds on the 'Principles of Services Marketing' module studied in Stage 1 of the programme. The module is designed to provide learners with an integrated knowledge of strategic issues in marketing to include market research and their implications for management decision-making. Using an integrated approach in the module delivery enables the research process to be understood and applied concurrently.

### **Module Curriculum**

#### **Introduction to Marketing Management and Research:**

- Defining Marketing in the Hospitality and Travel Industry
- Marketing fundamentals
- The characteristics of a marketing orientation
- Reasons for Increased Importance of Marketing in the Hospitality Industry

#### **The Marketing Environment:**

- Micro Environmental factors:

- The organization
- Suppliers
- Intermediaries
- Competition
- Customers
- Macro Environmental Factors:
  - Demographic
  - Economy
  - Social/Cultural factors
  - Technology
  - Political/Legal
  - The Natural environment

### **Services Marketing**

- Characteristics of Services Marketing
- 7P's and their application in Hospitality and Travel Marketing
- Implications for the Marketing Mix on-line
- Managing Differentiation

### **Digital Marketing**

- Website navigation
- Search Engine Optimisation
- Online bookings and up-selling
- Electronic distribution channels and linkages
- Social media
- Mobile technology and consumer generated media

### **Buyer Behaviour**

- Decision-making process
- Traditional channels and online
- Influences on the decision

### **The Marketing Plan**

- Purpose and benefits of a plan
- Goals, objectives, strategies and tactics

### **Market Segmentation**

- Segmentation
- Targeting
- Positioning

### **Marketing Research 1**

- Types of Research
- The Research Process
- Primary versus Secondary
- Quantitative versus Qualitative

### **Marketing Research 2**

- Data Collection Methods

- Interviews
- Questionnaires
- Observation