

Marketing Management and Research

Intended Module Learning Outcomes

On successful completion of this module learners will be able to:

1. Evaluate the main tasks and concepts associated with marketing management and the marketing research process
2. Examine underlying concepts of marketing research, such as, market segmentation, targeting and positioning and their impact on marketing management decisions
3. Describe in detail what's involved in formulating pricing, promotion, distribution and production policies and measure the effectiveness of the marketing mix strategy
4. Measure the effectiveness and performance of a marketing plan
5. Examine the factors influencing buyer behaviour
6. Evaluate the international trends and changes in the marketing environment, as they relate to the international hospitality industry
7. Demonstrate skill in designing and presenting examples of research methods.
8. Communicate effectively and discuss and present ideas clearly and professionally.

Module Objectives

This module builds on the principles of services marketing studied in Stage 1 of the programme and is designed to provide learners with an integrated knowledge of strategic issues in marketing and their management implications. In addition, the application of research for marketing decision-making is also considered. The module is presented in an integrated approach enabling the research process to be understood and applied concurrently.

The module aims to provide learners with an understanding of:

- Strategic marketing planning in relation to the international hospitality industry
- The various elements involved in the market research process and planning for the purpose of marketing decision making.
- A strategic marketing mix appropriate to the needs of an international service industry
- An appropriate marketing plan designed to target an international market

- Buyer Behaviour with particular reference to the international hospitality industry
- The role of Information Technology in marketing
- The marketing environment.

Module Curriculum

Defining marketing in the hospitality and travel industry

- Marketing fundamentals
- The evolution of marketing- production, sales and marketing orientation
- The characteristics of a marketing orientation

Strategic marketing planning and analysis

- Tactical vs. strategic marketing planning
- Preparing effective marketing plans
- Contents and benefits of a marketing plan
- Marketing objectives
- Marketing hospitality and travel organisations
- Marketing budgets
- The 7 Ps of hospitality and travel marketing
- The marketing environment – micro and macro

Services marketing

- Product vs. service marketing
- Product service strategy in the international hospitality industry

Buyer behaviour

- Consumer buyer behaviour
- Buyer behaviour decision-making process
- Cultural factors

- Social personal factors
- Psychological factors

Market research planning

- Market research process
- Reasons for marketing research
- Steps in conducting the market research project
- Sources and value of secondary research data
- Choosing and evaluating marketing research facilitation agencies

Research project management

- Research proposal formulation
- Data collection processes
- Research instrument design
- Quantitative and qualitative research
- Sampling procedures
- Managing field research
- Data preparation and reporting.