UNIVERSIDAD
SAN IGNACIO
DE LOYOLA

SYLLABUS

Course Information		
Code: **MKA5117**	Course: **MARKETING HOTELERO**	
Coordination Area / Program: **FAC. HTG HOTELERIA**		Mode: **Presencial**
Credits: **04**	Teaching hours: **60**	Autonomous Learning Hours: **84**
Period: **2018-01**	Start date and end of period: **del 15/03/2018 al 01/07/2018**	
Career: **ADMINISTRACIÓN HOTELERA**		

Detail of Teaching hours							
Sum: **60**	Theory: **56**	Practice: **0**	Laboratory: **0**	Evaluation Theory: **04**	Evaluation Practice: **0**	Reinforcement Theory: **0**	Reinforcement Practice: **0**

Course Pre-requisites		
Code	Course - Credits	Career
DGB-PRINCIOFMKT	PRINCIPLES OF MARKETING	ADM. HOTELERA
FC-MKT MARKETIN	MARKETING	ADM. HOTELERA

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
MATEO RAMOS, SILVIA FRINE	smateo@usil.edu.pe	09:00 - 18:00	HTG

Instructors
You can check the timetables for each teacher in their INFOSIL in the *Classes Development Teachers* option *Teachers.*

Course Overview
In this course students will apply marketing principles, theories, and concepts in developing marketing strategies for hospitality and tourism organizations in a dynamic business environment. Emphasis is placed on strategic and operational marketing, marketing mix, market segmentation and analysis, positioning, sales planning, publicity, public relations, sales promotions, e-marketing and customer loyalty.

Course Competencies	
Profesional Competency	**CP 1**: Design strategic, tactic and operating short and medium term plans, considering the environment and contributing yo the country´s sustainable development. **CP 3¿**: Develop and implement strategies that maximize the usage of resources, generating productivity in a safe environment for all stakeholders
Level of Professional Competency	**CP 1 N-2** ¿Outlines a short- and medium-term marketing plan for a hotel company; Analyzing the environment and identifying trends, opportunities and threats. **CP 3 N-2** ¿Applies eco-efficiency strategies in hospitality operations
USIL General Competencies	**RESEARCH** *As a general competency, research makes it possible to propose solutions to applied problems or to discover new knowledge through critical inquiry about reality and scientific advances in one's discipline, examining and analyzing new information, applying critical thinking to evidence found and communicating one's ideas in a formal manner to improve people's quality of life.* **RESOURCE MANAGEMENT** *This competency relates to students' abilities to put together, lead, analyze and follow through on projects.*

Course Learning Outcomes			
General Learning Outcomes	N°		Specific Learning Outcomes
Analyze Marketing techniques and concepts in the hospitality	1.1.		Differentiate the various strategies used to segment markets; select specific markets based on the appraisal of the appropriate targeting strategies
	1.2.		Understand effective strategies to address the challenges of producing service as a product and distinguish the major characteristics affecting consumer behavior

industry				1.3	Apply the best positioning strategy that would provide a competitive advantage	
				1.4.	Define marketing mix theory and strategies and how these relate to marketing and sales objectives	
				1.5	Research and explore the various principles, concepts and systems utilized in the marketing and sales within the hospitality industry	
Create a marketing research plan, including defining the problem and research objective, implementing the plan, and interpreting and reporting findings				2.1	Detect the key aspects and conditions that define successful hospitality and tourism brands	
				2.2	Define the problem and research objective	
				2.3	Budget analysis	
				2.4	Evaluation	

Activity Scheduling						
Ses	Sem	(hrs)	Type	Contents	Learning Activities	Resources
Unidad N° 1: The Marketing Environment in the Hospitality Industry						
Specific Outcome: 1.1., 1.2., 1.3., 2.1.						
1	1	2	AP	Course Introduction. Review of Syllabus and Course Assignments	Individual presentation in class. Role of Marketing in Strategic Planning. Differences between operational marketing and strategic marketing	Lecture
2	1	2	AP	Discussion of marketing plan project/create groups	Differences between operational marketing and strategic marketing	Lecture
2	1	6	AA	Group work to select business and create plan outline	Groups select specific company in the industry	Virtual Campus
3	2	2	AP	Marketing and Sales Plan	Identify the purpose, contents and structure of a Marketing Plan. Explanation of objetives/ goals, methodology and general instructions on Group Work Project. Practice the development of objectives/ goals.	Lecture
4	2	2	AP	Marketing and Sales Plan: income and expenses budget	Description on how to develop a Marketing bugdet.	Lecture
4	2	6	AA	Marketing and Sales Plan: income budget	Determine income budget for chosen company	Virtual Campus
5	3	2	AP	Market analysis	Analyze the marketing environment	Lecture
6	3	2	AP	Marketing Information Systems and Marketing Research	Marketing information and customer insight.	Lecture
6	3	6	AA	Marketing Plan: Assignment #1	First Assignment	Virtual Campus
Basic and Supplemental References Required Reading: 1, 2, 3						
Unidad N° 2: Developing the Hospitality Marketing Mix						
Specific Outcome: 1.1., 1.4., 2.2., 2.4						
7	4	2	AP	Market segmentation and positioning	Recognize different types of market segmentation; evaluate how to select a market segment and how to chose and implement a positioning strategy	Lecture
8	4	2	AP	Market segmentation and positioning	Recognize different types of market segmentation; evaluate how to select a market segment and how to chose and implement a positioning strategy	Lecture
8	4	6	AA	Research Article	Individual Research	Virtual Campus
9	5	2	AP	Designing and managing products	Product levels; Branding Strategy; Product life-cycle strategies	Lecture
10	5	2	AP	Pricing Products: Pricing Considerations, Approaches, and Strategy	Factors to consider when setting prices; General pricing approachesprices strategies; prcie changes	Lecture
10	5	6	AA	Distribution Channels	Supply chains and the value delivery networks	Virtual Campus
11	6	2	AP	Quiz 1	Quiz 1	Evaluation
12	6	2	AP	Distribution Channels	Nature and Importance of Distribution Systems; Hospitality Distribution Channels	Lecture
12	6	6	AA	Promoting Products: Communication and Promotion Policy and Advertising	Group work	Virtual Campus
13	7	2	AP	Distribution Channels	Nature and Importance of Distribution Systems; Hospitality Distribution Channels	Lecture
14	7	2	AP	Promoting Products: Communication and Promotion Policy and Advertising	Integrated Marketing Communications; Steps in developing Effective Communications; Advertising	Lecture
14	7	6	AA	Marketing Plan: Assignment #2	Second Assignment	Virtual Campus

14	7	2	AV	Review	Use weblinks to recycle and review	USIL Virtual Campus

Basic and Supplemental References Required Reading: 1, 2, 3

Unidad N° 3: Developing the Hospitality Marketing Mix

Specific Outcome: 1.4, 1.5, 2.1, 2.2, 2.3, 2.4

15	8	2	AP	Promoting Products: Communication and Promotion Policy and Advertising	Advertising; major decisions in advertising	Lecture
16	8	6	AA	Promoting Products: Public Relations and Sales Promotion	Group project: Press Release	Virtual Campus
16	8	2	AP	Promoting Products: Public Relations and Sales Promotion.	Use weblinks and study guide to review the content seen up to the midterm exam.	Lecture.
17	9	2	AP	Promoting Products: Communication and Promotion Policy and Advertising	Advertising; major decisions in advertising	Lecture
17	9	2	AP	Promoting Products: Public Relations and Sales Promotion	Major activities of PR Departments; The Public Relations process; Crisis management	Lecture
17	9	6	AA	Research Article	Individual Research	Virtual Campus
18	10	2	AP	Promoting Products: Public Relations and Sales Promotion	Nature of Hospitality Sales, Sales Force objectives, estructure and size; Organizing the sales department	Lecture
19	10	2	AP	Direct and Online Marketing: Building Customer Relationships	Direct marketing; Customer databases	Lecture
19	10	6	AA	Customer Loyalty	Analyze loyalty programs in the industry	Group work: loyalty programs in the industry
20	11	2	AP	Direct and Online Marketing: Building Customer Relationships	Seeting up an online marketing presence	Lecture
21	11	2	AP	Customer Loyalty	Analyze loyalty programs in the industry	Lecture
21	11	6	AA	Marketing Plan: Assignment #3	Third Assignment	Virtual Campus
22	12	2	AP	Marketing for long-term success	Marketing implementation and control	Lecture
23	12	2	AP	Quiz 2	Quiz 2	Evaluation
23	12	6	AA	Marketing Plan: Assignment #3	Third Assignment	Upload document with corrections
24	13	2	AP	Marketing for long-term success	Marketing implementation and control	Lecture

Basic and Supplemental References Required Reading: 1, 2, 3

Unidad N° 4: Marketing Plan

Specific Outcome: 2.1, 2.2, 2.3, 2.4

25	13	2	AP	Group Presentations	Group Presentations	PP Presentation
25	13	6	AA	Preparation for Group Presentations	Preparation for Group Presentations	Virtual Campus
26	14	2	AP	Group Presentations	Group Presentations	PP Presentation
27	14	2	AP	Group Presentations	Group Presentations	PP Presentation
28	14	6	AA	Preparation for Group Presentations	Preparation for Group Presentations	Virtual Campus
28	14	2	AV	Review.	Use weblinks to recycle and review	USIL Virtual Campus

Basic and Supplemental References Required Reading: 1,2,3

Methodology

This class is intended to be very interactive in nature. Students are expected to participate and contribute to the success of the class and in-class activities. The methodology for this course includes instructor presentations, discussions, tests, student presentations, case studies, and group project.

Assessment System

Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.

The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.

Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
Evaluación Permanente	**75%**			
Promedio de Controles	**25%**			
Control 1	50%		7ma	No
Control 2	50%		14ta	No
Promedio de Prácticas	**25%**			
Práctica 1	50%		7ma	No
Práctica 2	50%		14ta	No
Trabajo	**35%**		14ta	No
Prom. Inf.	**15%**			
Informe 1	50%		5ta	No
Informe 2	50%		10ma	No
Examen Parcial	**25%**			

General Guidelines

Title III: Attendance

Article 11: Attendance to theory lessons, practice lessons, lab sessions and workshops is regulated in each course's syllabus.

 Article 12: The student will be able to do the follow –up of their attendance record in Infosil. In case he notices an irregularity, there is a three-day deadline (working days) to ask for an official revision of it.

Title V: Evaluation process

Article 23: The student who does not take one or more exams of the Ongoing Evaluation will be able to ask for a make-up exam of only one of them only if the syllabus allows it.
The Academic Calendar indicates the deadline for requesting a make-up exam, the date to pay for it, the fee and the dates when it will be administered. This exam will be about all the topics developed in the syllabus and will replace the exam the student did not take.

 Article 24: The student who fails to sit for either Mid- term or Final exam on the scheduled date provided in the academic calendar, will be able to take a make- up exam. This grade will replace the exam the student did not take. The student will have 2 (two) days following the day he/she was absent to request the make- up evaluation through Plataforma Institucional. The corresponding fee must be paid in order to process the request.

 Article 25: The exams have to be taken personally and in-campus or in the branches authorized by the Academic Vice-Presidency. In case that branch is not the regular one where students have their lessons, they will be previously informed. Exams taken through the Virtual Campus are an exception to this article
Midterm, final and make-up exams of the e-learning mode will be administered in-campus, in the classrooms assigned by the university

Course Specific Rules

Attendance Policy	
Total Percentage Absences Permitted	30%

The students who reaches or exceeds the total percentage absences permitted for the course, defined by the total of effective hours, will not be able to take the final exam or the equivalent evaluation defined by the course coordination and therefore will get zero (00) as the score.

Basic and Supplemental References Required Reading

Basic References:
[1] Nykiel, R. A. (2011). *Marketing in the Hospitality Industry* (5th ed.). Lansing, Michigan: American Hotel & Lodging, Educational Institute.
[2] Kotler, P. (2012). *Marketing for Hospitality and Tourism* (053148). Boston: Pearson.
[3] Kotler, P. (2016). *Marketing management* (15th ed.). Boston: Pearson.

References Supplementary Reading non-binding

[1] Kotler, P. & Armstrong, G. (2017). *Fundamentos de Marketing* (13a ed.). México D.F. : Pearson Educación .
[2] Reid, R. (2017). *Hospitality marketing management* (6th ed.). Hoboken, NJ: John Wiley & Sons.
[3] McCabe, S. (2012). *Marketing communications in tourism and hospitality : concepts, strategies and cases* Oxford, UK: Butterworh-Heinemann.
[4] Organización Mundial del Turismo (2001). *Código Ético Mundial para el Turismo* Santiago de Chile: OMT.
[5] Shoemaker, S. & Shaw, M. (2008). *Marketing Essentials in Hospitality and Tourism: Foundations and Practices* Upper Saddle River, NJ: Prentice Hall.
[6] Vildósola B. (2007). *Marketing de Servicios Lima* Lima: Fondo Editorial de la UNMSM.
[7] Kotler, P. & Keller, K. L. (2016). *Dirección De Marketing* (15a ed.). México D.F. : Pearson Educación .

Approved by:	Validated by:
MATEO RAMOS, SILVIA FRINE	Office of Curriculum Development
Date: 07/02/2018	Date: 09/02/2018