UNIVERSIDAD **SAN IGNACIO DE LOYOLA**

SYLLABUS

Course Information

Code:	**MKA51068**	Course:	**STRATEGIC HOSPITALITY MARKETING**				
Coordination Area / Program:		**FAC. HTG HOTELERIA**				Mode: **A distancia**	
Credits: **03**		Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: **96**	
		H.Teoria	0	32	32		
		H.Práctica	0	32	32		
		H.Laboratorio	0	0	0		
Period: **2024-02**		Start date and end of period: **del 19/08/2024 al 08/12/2024**					
Career: **ADMINISTRACIÓN HOTELERA - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA**							

Course Pre-requisites

Code	Course - Credits	Career
FC-AD-MKT MARKETIN	MARKETING	GEST-INNOV-GASTRON - ADM. HOTELERA

Course Coordinators

Surname and First Name	Email	Contact Hour	Contact Site
MIRANDA AVILES, KAREM VIVIANA	KMIRANDAA@USIL.EDU.PE		

Instructors

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

Course Overview

Strategic Hospitality Marketing is a course that belongs to the area of ¿¿¿specialty studies, has a theoretical-practical nature and contributes to the development of the competency of Business Analysis, Development of Gastronomic products and services, and Bilingual Communication. It includes the development of the following thematic axes: theoretical basis and methodological framework of a Marketing Plan. Likewise, topics related to the skills to handle tools and implement them in our plan to be able to make appropriate decisions in the area. It includes topics related to strategic and operational marketing concepts, market analysis and research, segmentation, positioning, marketing budget and various marketing strategies and methodologies, including: advertising, public relations, sales promotion, e-marketing and loyalty. The creditable product is a final work and presentation of a marketing plan for a company in the service sector.

Professional and/or General Competencies

Career/Program	Acronym/Name of the Competition	Competition level	Expected learning
HOSPITALITY MANAGEMENT	CP2: Business Analysis	N2 Use accounting, financial, administrative and technological tools to meet the organization's objectives that allow them to compete in multicultural contexts.	Prepares projects related to hotel management considering their profitability, feasibility and sustainability.
GASTRONOMY	CG2: Bilingual Communication	N3 Communicates effectively in English using the four linguistic skills - listening comprehension, reading comprehension, oral production and written production with sufficient fluency and naturalness for personal, academic and professional performance at an international level.	Demonstrates sufficient grammatical and lexical linguistic range to develop clear descriptions, express points of view and develop arguments using complex sentence structures.

| CP2: Development of Gastronomic products and services | N2 Analyzes and applies gastronomic products or services to optimize resources and meet objectives in multidisciplinary work groups. | Produces gastronomic products optimizing the use of resources. |

General Course Result	Unit Result
At the end of the course, the student applies marketing strategies and tools in order to make managerial decisions that seek to maximize profitability, employability, and efficiency of the operation in the hospitality sector, employing congruent reasoning.	1. At the end of this unit, the student understands the various principles, concepts, analysis and systems of macro and microenvironments using the marketing and sales within the hospitality industry, with clarity.
	2. At the end of the unit, the student applies the various frameworks and tools considering market segmentation; selection of specific targets, development of positioning strategies and use of the marketing mix for hotel and tourism companies, with logic and responsibility.
	3. At the end of this unit, the student analyzes the different tools and frameworks to develop marketing strategies and promote destinations, efficiently.
	4. At the end of this unit, the student designs a marketing plan considering all its main components, including objectives, KPIs, timetable and budget strategies for a company in the hospitality sector, with ethics and consistent reasoning.

Development of activities

Unit Result 1: *At the end of this unit, the student understands the various principles, concepts, analysis and systems of macro and microenvironments using the marketing and sales within the hospitality industry, with clarity.*

Session 1: *At the end of this session, the student understands the various principles, concepts as well as the macro and microenvironment utilized in marketing and sales within the hospitality industry, with clarity.*		Semana 1 a 2
Learning Activities	**Contents**	**Evidence**
Discusses the differences between operational marketing and strategic marketing through a debate. Identifies the difference between marketing and sales through a lecture and a debate.	Course Introduction. Discussion of marketing plan project/create groups. Marketing and Sales Plan. Group work to select business and create plan outline. Marketing and Sales Plan: income and expenses budget.	Reading Control 1.

Session 2: *At the end of this session, the student understands the marketing information systems used in marketing and sales within the hospitality industry, with clarity.*		Semana 3 a 3
Learning Activities	**Contents**	**Evidence**
Understands the importance of getting insights from a good marketing information system through a lecture and a debate	Market analysis. Marketing Information Systems and Marketing Research.	Quiz 1.

Unit Result 2: *At the end of the unit, the student applies the various frameworks and tools considering market segmentation; selection of specific targets, development of positioning strategies and use of the marketing mix for hotel and tourism companies, with logic and responsibility.*

Session 3: *At the end of the session, the student applies the various frameworks and tools considering market segmentation; selection of specific targets, development of positioning strategies and use of three elements of the marketing mix: product, price and place for hospitality and tourism companies, with logic and responsibility.*		Semana 4 a 6
Learning Activities	**Contents**	**Evidence**
Understands the importance of getting insights from a good	Market segmentation and positioning. Designing and managing products. Pricing	Report 1.

marketing information system through a lecture and a debate.	Products: Pricing Considerations, Approaches, and Strategy. Distribution Channels.	
Session 4: *At the end of the session, the student applies the various frameworks and tools used considering the creation of communication and public relations strategies for hotel and tourism companies, with logic and responsibility.*		Semana 7 a 8
Learning Activities	**Contents**	**Evidence**
Understands about the concepts of communication, promotion, PR and sales through a lecture and a debate.	Promoting Products: Communication and Promotion Policy and Advertising. Communication tools: Public Relations and Sales promotions.	Quiz 2.
Session 5: *At the end of the session, the student applies the various frameworks and tools used considering the creation of direct and online marketing strategies for hospitality and tourism companies, with logic and responsibility.*		Semana 9 a 11
Learning Activities	**Contents**	**Evidence**
Differentiates the concepts of CRM, Direct Marketing and Customer Databases through a lecture and a debate. Understands about budget and controls mechanisms through a lecture and a debate	Sales team. Customer Loyalty. Direct and Online Marketing: Building Customer Relationships. Direct marketing; Customer databases. Setting up an online marketing presence. Budget and controls.	Reading Control 2.
Unit Result 3: *At the end of this unit, the student analyzes the different tools and frameworks to develop marketing strategies and promote destinations, efficiently.*		
Session 6: *At the end of the session, the student understands the different tools and frameworks considering the development of marketing strategies to promote destinations, efficiently.*		Semana 12 a 12
Learning Activities	**Contents**	**Evidence**
Understands the importance of destination marketing through a lecture and a debate.	Destination Marketing.	Report 2.
Unit Result 4: *At the end of this unit, the student designs a marketing plan considering all its main components, including objectives, KPIs, timetable and budget strategies for a company in the hospitality sector, with ethics and consistent reasoning.*		
Session 7: *At the end of this session, the student designs a marketing plan with all its main components, including the objectives strategies, KPIs, timetable and budget for a tourist service company, with ethics and consistent reasoning.*		Semana 13 a 16
Learning Activities	**Contents**	**Evidence**
Demonstrates the applicability of marketing strategies through a group presentation and discussion.	Marketing Plan. Final Project Presentation (including CEMT principles).	Quiz 3. Creditable Product.

Methodology
The course will be developed based on the following methodologies: The course will be developed based on the following methodologies: Collaborative learning, content learning, participatory learning, Flipped classroom. The indicated methodologies will be used to develop the course in distance mode.

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.
Continuous Assessment	**65%**			
Assignments	**35%**			
Assignment 1	50%		Semana 5	No
Assignment 2	50%		Semana 12	No
Reportes	**25%**			
Reporte 1	50%		Semana 5	No
Reporte 2	50%		Semana 12	No
Quizzes	**40%**			
Quiz 1	30%		Semana 4	No
Quiz 2	30%		Semana 8	No
Quiz 3	40%		Semana 13	No
Final Exam	**35%**	Producto acreditable.	Semana 16	No

Attendance Policy	
Total Percentage Absences Permitted	30%

Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).

In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.

Basic Required Reading

[1] Shoemaker, Stowe. (2008). *Marketing essentials in hospitality and tourism : foundations and practices /.* Pearson/Prentice Hall,.
[2] Nykiel, Ronald A. (2003). *Marketing in the hospitality industry.* (4). Educational Institute, American Hotel & Lodging Association.
[3] Kotler, Philip (2021). *Marketing for Hospitality and Tourism /.* (Eighth editon). Eighth editon.

References Supplementary

[1] Organización Mundial del Turismo (2001). *Código ético mundial para el turismo /.* OMT,.

Prepared by:	Approved by:	Validated by:
MIRANDA AVILES, KAREM VIVIANA /	ZUBIETA ZAMUDIO, SANDRA MERCEDES	Office of Curriculum Development
Date: 14/07/2024	Date: 19/07/2024	Date: 14/08/2024