

Entitlement

Marketing

Prerequisites

Not required

Main aim

To develop students' abilities to research and evaluate the hospitality business environment, to apply marketing principles in business.

Summary

The Marketing (MARK) module analyzes: hospitality marketing, electronic marketing and sales of services. The marketing module is intended for students of the Hotel and Restaurant Business study program. The module is designed to introduce students to the conception and concepts of marketing, e-marketing and sales of services. The module will provide up-to-date information on marketing objectives, strategies, external and internal environmental research, marketing budgeting, marketing program and marketing plan.

Learning Outcomes

1. Understand the essence and basic concepts of marketing
2. Analyze solutions related to the elements of the hospitality product and service marketing mix (7P): product, price, distribution, promotion, physical evidence, process, and people
3. Analyze the company's marketing environment and its influence in decision-making and response to changes, to apply the principles and logic of marketing research methodology
4. Analyze and develop marketing strategies and prepare a marketing plan for a company's product / service
5. Analyze email marketing, marketing in cyberspace
6. Apply the principles of website and their content development and design in social media channels, create and evaluate search engine marketing and search engine optimization campaigns
7. Understand the activities of the sales department to achieve the company's strategic goals
8. Analyze the characteristics of the provided services and to understand the customers needs

Syllabus

1. Basic concepts and core of the Hospitality marketing
2. Marketing mix

3. Marketing environment
4. Marketing research
5. Marketing strategies
6. Marketing plan
7. E-mail marketing of emails and marketing in cyberspace
8. Search engine marketing, search engine optimization
9. Development of websites, online content and mobile applications
10. Use of social media channels
11. The organization of the sales activities in the company's marketing. Setting goals based on company strategy
12. Sales forecasting - pricing, sales market and consumer segmentation
13. Sale of services due to consumers needs

Evaluation procedure of knowledge and abilities

Ten grade and gathered evaluation system is applied. The semester's individual work tasks are evaluated by grades; the final grade is given during the examination session while multiplying particular grades by the lever coefficient and summing the products.