



Module Title	Hospitality Marketing and Sales		
Module Code	MKT300		
Module Type	Compulsory	ECTS	6
Year / Semester	Year 2/Semester 3		
Module Purpose and Objectives	<p>This module provides students with the necessary competencies in Hospitality Marketing and Sales, including principles, theories and marketing strategies. Operating 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.</p>		
Learning Outcomes	<p>By the end of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>• Analyse hotel sales and marketing strategies for revenue enhancement.</li> <li>• Evaluate marketing theories and concepts in hospitality management.</li> <li>• Develop marketing plans for hospitality businesses by analysing the marketing environment.</li> <li>• Explore the use of technology and market research in understanding customer needs.</li> <li>• Examine distribution methods and the use of marketing mix elements in achieving business objectives.</li> </ul>		
Module Content	<p>Our module, Hospitality Marketing &amp; Sales, provides a focused exploration of essential topics in marketing tailored for the hospitality industry. Covering twelve weeks, the module delves into marketing processes, tools, strategies, and modern digital platforms. Emphasis is placed on practical applications including hotel marketing management, website design, email marketing, and social media strategies. By the end of the module, students gain a comprehensive understanding of effective marketing and sales techniques specifically tailored to the hospitality sector.</p>		
Teaching Methodology	<p>The module is delivered over a combination of lectures, videos, group discussions, audio visual aids, seminars, tutorials, workshops, case studies, hotel visits. All lecture material and additional information will be available through our Moodle platform.</p>		
Assessment	<p>Assessments will be an individual presentation and final examination, with the final grade including semester attendance and participation.</p>		