

Unit 31: Hospitality Digital Marketing

Unit code	A/616/1816
Unit level	5
Credit value	15

Introduction

The aim of this unit is to introduce students to the major developments taking place in digital marketing. It will enable students to develop an understanding of how hospitality organisations use various digital tools and techniques to engage their guests/customers and maintain a competitive advantage. This unit is designed to provide students with the knowledge and tools to work as part of a digital marketing team or go on to study more in this specific area.

Digital marketing is now a major component of all successful hospitality marketing campaigns. Hospitality organisations recognise the importance of having digital at the core of their business in order to meet the needs of technology-savvy guests/customers.

However, with the landscape continually evolving, it is important for marketers to stay ahead of their competitors and deliver cutting-edge digital marketing approaches and strategies.

Learning Outcomes

By the end of this unit a student will be able to:

1. Demonstrate an understanding of the opportunities, challenges and impact of the digital environment within the hospitality industry
2. Examine key digital tools, platforms and channels used by various hospitality organisations
3. Determine how to organise digital marketing activities and build multi-channel capabilities in a hospitality organisation
4. Evaluate methods of monitoring and measuring digital marketing effectively.

Essential Content

LO1 **Demonstrate an understanding of the opportunities, challenges and impact of the digital environment within the hospitality industry**

The digital environment:

Define digital marketing, providing an overview of the digital landscape

The drivers of digital marketing opportunities in the hospitality industry

The differences between online and offline marketing concepts

The key benefits of digital marketing for hospitality organisations

The use of digital marketing by the various sectors within the hospitality industry for raising brand awareness, customer engagement and content marketing

Opportunities of digital marketing:

The importance of customer insight and understanding in developing effective digital marketing activities

Rise of online consumer power

Challenges and impacts of digital marketing:

The shift from brands and suppliers to customers and their experience of the brand

The impact of negative publicity and meeting guest/customer expectations in the digital age

How to track and monitor the multitude of different devices used by guests/customers

The competitive environment and rising above an overcrowded marketplace

The growth of 'micro-moments' and their impact on the hospitality industry in particular on the accommodation sector

LO2 **Examine key digital tools, platforms and channels used by various hospitality organisations**

Digital tools, platforms and channels:

The use of digital platforms and the internet for revenue generation

The role of digital marketing communications in relation to the 7Ps (Price, Product, Place, Promotion, Physical, People and Process)

Different types of digital tools and digital hardware to support and enhance hospitality marketing

Consumer life cycle stages of digital adoption

The growth of online booking and e-commerce

L03 Determine how to organise digital marketing activities and build multi-channel capabilities in a hospitality organisation

Digital marketing activities:

The opportunities and challenges of a digital hardware landscape and the development of multi-channel platforms and online interchanges

Digital marketing campaigns planning

The use of omni-channel marketing to ensure the consistency of the guest/customer experience in every aspect

L04 Evaluate methods of monitoring and measuring digital marketing effectively

Monitoring and measuring techniques:

Measurement of digital campaigns using KPIs, measurable metrics and use of analytics platforms

Procedures used for measuring digital campaigns

Performance measures using online metrics

Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
<p>LO1 Demonstrate an understanding of the opportunities, challenges and impact of the digital environment within the hospitality industry</p>		<p>LO1 LO2</p> <p>D1 Demonstrate critical analysis and evaluation of the digital marketing landscape and the impact of the growth of e-commerce on the hospitality industry</p>
<p>P1 Present an overview of the digital marketing landscape and compare online and offline marketing concepts</p> <p>P2 Analyse the key hospitality consumer trends and insights that are fuelling the growth of digital marketing</p>	<p>M1 Evaluate the opportunities and challenges facing the digital marketing landscape within the hospitality sector</p>	
<p>LO2 Examine key digital tools, platforms and channels used by various hospitality organisations</p>		
<p>P3 Assess the key digital tools used by various hospitality organisations</p> <p>P4 Examine the development of e-commerce and digital marketing platforms and channels in comparison to physical channels</p>	<p>M2 Critically analyse the use of appropriate digital tools, both hardware and software, used by various hospitality organisations to meet their marketing requirements</p>	
<p>LO3 Determine how to organise digital marketing activities and build multi-channel capabilities in a hospitality organisation</p>		<p>LO3 LO4</p> <p>D2 Develop a coherent and logical digital plan and marketing strategy applying a justified measurement framework to measure the success in achieving objectives</p>
<p>P5 Develop a digital marketing plan and strategy to build multi-channel capabilities for a chosen hospitality organisation</p> <p>P6 Explain how omni-channel marketing is used to meet business objectives for a chosen hospitality organisation</p>	<p>M3 Apply the tools and techniques to plan an end-to-end omni-channel marketing campaign for a chosen hospitality organisation</p>	

Pass	Merit	Distinction
<p>L04 Evaluate methods of monitoring and measuring digital marketing effectively</p>		
<p>P7 Determine and evaluate the measurement techniques and performance metrics for a digital marketing plan and strategy</p>	<p>M4 Critically evaluate the application of key digital measurement techniques and performance metrics used in digital marketing for a chosen hospitality organisation</p>	
<p>P8 Present a set of actions to improve performance in digital marketing for a chosen hospitality organisation</p>		

Recommended Resources

Textbooks

BOWIE, D. and BUTTLE, F. (2016) *Hospitality Marketing*. 3rd ed. Oxford: Taylor and Francis.

CHAFFEY, D. and ELLIS-CHADWICK, F. (2012) *Digital Marketing: Strategy, Implementation and Practice*. 5th ed. Harlow: Pearson.

CHAFFEY, D. and SMITH, P. (2017) *Digital Marketing Excellence: Planning and Optimising and Integrating Online Marketing*. 5th ed. Abingdon: Routledge.

HEMANN, C. and BURBARY, K. (2013) *Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World*. Que Publishing.

KINGSNORTH, S. (2016) *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. London: Kogan Page.

TAPP, A., WHITTEN, I. and MATTHEW, H. (2014) *Principles of Direct, Database and Digital Marketing*. 5th ed. Harlow: Pearson.

Websites

www.idm.com	Institute of Direct and Digital Marketing (General Reference)
www.journals.elsevier.com	Elsevier Journal of interactive marketing (Research)
www.marketingweek.com	Marketing Week Strategy section (Reports)

Links

This unit links to the following related units:

Unit 15: Hospitality Marketing Essentials

Unit 28: Hospitality Distribution

Channels Management Unit 33:

Integrated Hospitality Marketing

Communications Unit 34: Hospitality

Brand Management