

Unit 15: Hospitality Marketing Essentials

Unit code	T/616/1801
Unit level	4
Credit value	15

Introduction

This unit is designed to introduce students to the principles of marketing, enabling them to develop a basic marketing plan and to employ elements of the marketing mix to achieve results. While they will learn the underpinning theories and frameworks, they will also be able to relate these to real-world examples, including products/services that they encounter in their own daily lives.

Hospitality organisations such as Hilton, Accor, McDonalds, Costa Coffee and small local businesses all have at least one thing in common: they all use marketing to influence us to engage with their products and/or services. Whether it is becoming a loyal customer buying a product and service or donating to a charity, organisations use a range of marketing techniques and tools to inform and influence us.

The knowledge, understanding and skill sets that students will gain on successfully completing this unit will enhance their career opportunities; whether setting up their own business or being employed by an organisation.

Learning Outcomes

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

1. Explain the role of marketing and how it interrelates with other functional units in a hospitality organisation
2. Compare ways in which hospitality organisations use elements of the marketing mix (7Ps) to achieve overall business objectives
3. Develop a basic marketing plan to meet marketing objectives for a hospitality organisation.

Essential Content

LO1 **Explain the role of marketing and how it interrelates with other functional units in a hospitality organisation**

Definitions and the marketing concept:

Definitions of marketing and the nature of hospitality marketing

The development of the marketing concept, including current and future trends in hospitality marketing

How the external environment influences and impacts upon hospitality marketing activity

The role of marketing:

The structure and operations of marketing departments in hospitality organisations

Overview of marketing processes that include analysis, strategic planning and the marketing mix

The different roles of hospitality marketing within both a B2C and B2B context

The interrelationships of functional units:

Marketing as a business function

The different roles of and interrelationships between marketing and other functional areas of hospitality business

LO2 **Compare ways in which hospitality organisations use elements of the marketing mix (7Ps) to achieve overall business objectives**

The 7Ps marketing mix:

Product: Differences between products and services, importance of brands, product development and product lifecycle

Product image and product placement

Price: Pricing context, pricing strategies and tactics

Place: Shifts in channel management and distribution The effect on hotels and intermediaries

Promotion: Integrated communication mix and promotional tools

The use of the Awareness Interest Desire Action (AIDA) model

People: The different roles of 'people' in marketing, including customer interfacing and support personnel the different skills, attitudes and behaviour of people delivering the product or service to customers

Physical evidence: The tangible aspects of service delivery – visual, aural and olfactory elements

The role of the servicescape and the service encounter

Process: Systems and processes involved in delivering a consistent service. Different types of processes used to expedite the marketing function

Achieving overall business objectives:

The shift from the 4Ps to the 7Ps and the significance of the extended marketing mix

An overview of the marketing planning process (analysis, planning, implementation and control) and marketing strategy

L03 Develop a basic marketing plan to meet marketing objectives for a hospitality organisation

Marketing planning:

The importance and value of marketing plans

The links between marketing plans, marketing objectives and marketing strategies

Evaluating and monitoring marketing plans using appropriate control and evaluation techniques such as sales analysis, market-share analysis, efficiency ratios and cost-profitability analysis

Structure and development of marketing plans:

Market segmentation and target market selection

Setting goals and objectives, situational analysis tools and techniques, creating a marketing strategy and allocation of resources and monitoring and control measures

Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
<p>LO1 Explain the role of marketing and how it interrelates with other functional units in a hospitality organisation</p>		<p>D1 Critically analyse the key elements of the marketing function and how they interrelate with other functional units within a selected hospitality organisation</p>
<p>P1 Explain the key roles and responsibilities of the marketing function within a selected hospitality organisation</p> <p>P2 Discuss how roles and responsibilities of marketing relate to the wider organisational context</p>	<p>M1 Analyse the roles and responsibilities of marketing in the context of the marketing environment</p> <p>M2 Analyse the significance of interrelationships between marketing and other functional units within a selected hospitality organisation</p>	
<p>LO2 Compare ways in which hospitality organisations use elements of the marketing mix (7Ps) to achieve overall business objectives</p>		<p>LO2 LO3</p> <p>D2 Design a strategic marketing plan that tactically applies the use of the 7Ps and includes measures for monitoring and evaluation to achieve overall marketing objectives</p>
<p>P3 Compare the ways in which different hospitality organisations apply the marketing mix to the marketing planning process to achieve business objectives</p>	<p>M3 Evaluate different tactics applied by hospitality organisations to demonstrate how business objectives are achieved</p>	
<p>LO3 Develop a basic marketing plan to meet marketing objectives for a hospitality organisation</p>		
<p>P4 Produce a basic marketing plan for a hospitality organisation to meet marketing objectives</p>	<p>M4 Produce a detailed, coherent, evidence-based marketing plan that applies the marketing mix to meet marketing objectives for a hospitality organisation</p>	

Recommended Resources

Textbooks

BLYTHE, J. and MARTIN, J. (2016) *Essentials of Marketing*. 3rd ed. Harlow: Pearson.

BOWIE, D. and BUTTLE, F. (2016) *Hospitality Marketing: Principles and Practice*. 3rd ed. Oxford: Routledge.

GROUCUTT, J. and HOPKINS, C. (2015) *Marketing (Business Briefings)*. London: Palgrave Macmillan.

JOBBER, D. and CHADWICK, F. (2016) *Principles and Practice of Marketing*. 8th ed. Maidenhead: McGraw-Hill.

KOTLER, P. and BOWEN, J. et al. (2016) *Marketing for Hospitality and Tourism*. 7th ed. Harlow: Pearson.

MCDONALD, M. and WILSON, H. (2016) *Marketing Plans: How to Prepare Them, How to Use Them*. 8th ed. Chichester: John Wiley and Sons.

Websites

www.ama.org	American Marketing Association All sections (General Reference)
www.cim.co.uk	Chartered Institute of Marketing All sections (General Reference)

Links

This unit links to the following related units:

Unit 28: Hospitality Distribution

Channels Management Unit 31:

Hospitality Digital Marketing

Unit 33: Integrated Hospitality

Marketing Communications Unit 34:

Hospitality Brand Management