

Unit 33: Integrated Hospitality Marketing Communications

Unit code	J/616/1818
Unit level	5
Credit value	15

Introduction

This unit is designed to develop students' knowledge and understanding of marketing communications and the techniques used within the hospitality industry. While they will learn the underpinning theories and frameworks, they will also be able to relate these to real-world examples, including promotions that they are likely to encounter in their daily lives.

A hospitality organisation may create and develop a revolutionary new product or service. However, they need to use the most appropriate methods of promoting it to their target audience – this is the role of marketing communications. We encounter hundreds of promotions every waking day of our lives and the challenge for marketers is to be able to cut through the multitude of communications to deliver and reinforce the association with the brand.

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 hospitality business or employed by an organisation.

Learning Outcomes

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

1. Evaluate different marketing channels and how they serve communication objectives for various hospitality organisations
2. Devise communication objectives and justify appropriate channel selection and integration
3. Design and produce content appropriate to the channel and communication objectives
4. Demonstrate the ability to critically evaluate a hospitality case study involving communication strategy, channel choice and creative content.

Essential Content

LO1 **Evaluate different marketing channels and how they serve communication objectives for various hospitality organisations**

Different channels of marketing communications:

Definitions of marketing communications

The importance of marketing communications both within and across hospitality organisations as well as to the various stakeholders with a prime focus on customers/guests

How various hospitality organisations (hotels, restaurants, bars, conference and events) use marketing communications

Defining objectives and how they relate to the overall business aims and objectives

How they serve communication objectives:

The importance of integration – value to the business and maximising resources

The role of marketing communications in promoting and developing brands: awareness, associations, perceptions and building customer/guest loyalty

Ethical issues in marketing communications: advertising to children, pressure selling techniques, 'greenwashing' and privacy

LO2 **Devise communication objectives and justify appropriate channel selection and integration**

Communication objectives:

Setting the communication objectives in relation to marketing and business objectives

Linking communication and business objectives to the product life cycle

The role of budgeting in integrated marketing communications (IMC)

Defining and exploring the communications planning process

Channel selection and integration:

Creating a schedule and communications plan

Identifying the most appropriate channel selection and rationale

Marketing communications mix: advertising, sales promotion, public relations, sponsorship, direct marketing, exhibitions and trade fairs, personal selling, social media, product placement, merchandising, ambient media

Digital platforms, including webpages, podcasts, Twitter feeds, multimedia news releases, blogs

L03 Design and produce content appropriate to the channel and communication objectives

Appropriate design and content:

Colours and symbols as brand building tools

The importance of visual art design, typography and page layout

Website design and development with e-commerce capabilities

Creativity in marketing communications activities and different strategic approaches: product/consumer orientated, think/feel/do approaches

Regulations and marketing communications

L04 Demonstrate the ability to critically evaluate a hospitality case study involving communication strategy, channel choice and creative content

Monitoring and evaluation:

Monitoring and evaluating marketing communications plans and operations

Ways of measuring and evaluating a marketing communications plan

Linking measuring and evaluation to the overall marketing and business objectives and strategy

Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
<p>LO1 Evaluate different marketing channels and how they serve communication objectives for various hospitality organisations</p>		<p>D1 Make valid judgements about how marketing channels add value using specific hospitality organisational examples to demonstrate how they serve communication objectives</p>
<p>P1 Evaluate different types of marketing channels and how they serve communication objectives within a range of hospitality organisations</p>	<p>M1 Critically evaluate how marketing channels of communication are integrated within a range of hospitality organisations to add value and maximise resources</p>	
<p>LO2 Devise communication objectives and justify appropriate channel selection and integration</p>		<p>LO2 LO3</p> <p>D2 Create a valid and detailed integrated marketing communications plan that appropriately integrates multiple communication channels, has SMART objectives and tactics to meet the overall marketing and business objectives</p>
<p>P2 Design communication objectives for a given hospitality organisational situation</p> <p>P3 Provide justifications for the selection and integration of communication channels chosen</p>	<p>M2 Evaluate the application of the communication objectives in relation to the marketing communications mix and the hospitality business objectives</p>	
<p>LO3 Design and produce content appropriate to the channel and communication objectives</p>		
<p>P4 Create an integrated marketing communications plan that effectively meets communication objectives for a given hospitality organisational situation</p>	<p>M2 as stated above for LO2</p>	
<p>LO4 Demonstrate the ability to critically evaluate a hospitality case study involving communication strategy, channel choice and creative content</p>		<p>D3 Provide appropriate and justified recommendations for improving the integrated marketing communications plan to maximise revenue and successfully meet both communication and business objectives</p>
<p>P5 Critically evaluate an integrated marketing communications plan in relation to the communication strategy, channel choice, creative content</p>	<p>M3 Critique and review the success of the monitoring and impact of the integrated marketing communications plan</p>	

Recommended Resources

Textbooks

BAKER, M.J. (2014) *Marketing Strategy and Management*. 5th ed. London: Palgrave Macmillan.

BRASSINGTON, F. and PETTITT, S. (2012) *Essentials of Marketing*. 3rd ed. Harlow: Pearson.

CLOW, K. and BAACK, D. (2013) *Integrated Advertising, Promotions and Marketing Communications*. 6th ed. Harlow: Pearson.

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

HACKLEY, C. (2010) *Advertising and Promotion: An Integrated Marketing Communications Approach*. 2nd ed. London: Sage Publications.

Links

This unit links to the following related

units: *Unit 15:*

Hospitality Marketing

Essentials Unit 31:

Hospitality Digital

Marketing

Unit 34:

Hospitality Brand

Management Unit

42: Customer

Value

Management Unit

45: Launching a

New Venture