

MODULE: MARKETING MANAGEMENT AND RESEARCH (course code BAIHH-MMR)

Griffith College Dublin – International Hospitality Management

Fall Semester

PRE-REQUISITE: 1 semester Intro to Marketing or similar

Overview & Aims

This module builds on the principles of services marketing studied in Stage 1 of the programme and is designed to provide learners with an integrated knowledge of strategic issues in marketing and their management implications. In addition, the application of research for marketing decision-making is also considered. The module is presented in an integrated approach enabling the research process to be understood and applied concurrently.

The module aims to provide learners with an understanding of:

- Strategic marketing planning in relation to the international hospitality industry
- The various elements involved in the market research process and planning for the purpose of marketing decision making.
- A strategic marketing mix appropriate to the needs of an international service industry
- An appropriate marketing plan designed to target an international market
- Buyer Behaviour with particular reference to the international hospitality industry
- The role of Information Technology in marketing
- The marketing environment.

Module Content

Defining marketing in the hospitality and travel industry

- Marketing fundamentals
- The evolution of marketing- production, sales and marketing orientation
- The characteristics of a marketing orientation
- The digital marketing era

Strategic marketing planning and analysis

- Tactical vs. strategic marketing planning
- Preparing effective marketing plans
- Contents and benefits of a marketing plan
- Marketing objectives
- Marketing hospitality and travel organisations
- Marketing budgets
- The 7 Ps of hospitality and travel marketing
- The marketing environment – micro and macro

Services marketing and marketing strategy

- Product vs. service marketing
- Marketing strategy for hospitality and travel services
- Product service strategy in the international hospitality industry

Buyer behaviour

- Consumer buyer behaviour
- Buyer behaviour decision-making process
- Cultural factors
- Social personal factors
- Psychological factors

Marketing information systems

- Rationale
- Modelling the marketing information system

- Information assessment and distribution, internal recording systems, marketing intelligence and marketing research
- Analysis of research decisions

Market research planning

- Market research process
- Reasons for marketing research
- Steps in conducting the market research project
- Sources and value of secondary research data
- Choosing and evaluating marketing research facilitation agencies

Research project management

- Research proposal formulation
- Data collection processes
- Research instrument design
- Quantitative and qualitative research
- Sampling procedures
- Managing field research
- Data preparation and reporting.