

MODULE: PRINCIPLES OF MARKETING

Semester: 2 (Spring)
Stage: 1
Theme: Marketing Management
Number of Credits: 4 semester credits/6 quarter units

INTRODUCTION

This module is designed to give students a broad understanding of the key concepts and business practices in marketing. The module provides an overview of the nature and scope of marketing and its role in achieving business objectives.

AIMS

To provide students with a clear understanding of:

- The concepts and business functions of marketing
- The environmental factors which influence marketing decisions
- To identify the role of marketing in the hospitality industry within the market place
- The need to develop an appropriate marketing mix to meet customers needs
- The role of marketing to service providers
- The benefits of developing an appropriate marketing plan

LEARNING OUTCOMES

On completion of this module students will be able to:-

- Identify and interpret the nature and role of marketing in the international hospitality industry.
- Demonstrate the basic skills and knowledge required to undertake industry analysis for marketing decisions.
- Demonstrate an understanding of marketing strategy, organisation and renewal
- Identify major trends affecting the international hospitality industry
- Develop an appropriate marketing mix for the hospitality service sector
- Evaluate the benefits of a marketing plan

ASSESSMENT

Knowledge, understanding and practical skills are tested through coursework accounting for 40% of the assessment marks and will consist of an individual Project based on the

marketing practices of the international hospitality industry. On module completion an end of term unseen written examination will account for 60% of assessment marks.

Exam – 60%

Commentary / discussion questions – evidence of factual / conceptual knowledge

Sample questions – knowledge / skills involved in research tasks /collection evaluation and presentation of data

Sample analytical questions –problem solving practices and application of marketing techniques

Course Work – 40%

Individual Project – based on international marketing practices in the hospitality sector