

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Diploma in International Hospitality and Tourism Management
Module Title	International Marketing for Hospitality and Tourism Management (Elective)
Module Syllabus No. (if any)	NIL
Year Offered	2018
Start-Date	May 2018 /September 2018
End-Date	May 2019 /September 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <p>a) Understand the role of marketing in Strategic Planning and Characteristics of Hospitality and Tourism Marketing</p> <p>b) Understand key concepts pertaining to Marketing Information System and marketing Research</p> <p>c) Understand and differentiate between Consumer Markets and Consumer Buying Behaviour Organizational and Buyer Behaviour of Group Market</p> <p>Subject - specific Skills</p> <p>d) Able to identify market segments and distribution channels for different products and services.</p> <p>e) Analyse and draw conclusions on the marketing environment and market segmentation.</p> <p>Key Skills</p> <p>f) Prepare and communicate pricing and promotional activities for different product and services.</p>
No. of Teaching Hours	<p>Teacher Managed Learning Eg : Lectures : 48 Hrs</p> <p>Student Managed Learning Eg : Tutorials, Seminars etc : 152 Hrs</p> <p>TOTAL = 200</p>
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Written Assessment 1 (1500 Words) – 50% Written Assessment 2 (1500 Words) – 50%
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	Examination Period (not all modules have end-of-semester / year examinations) Indicative: December 2018 & May 2019/ January 2019 & September 2019

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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Recommended Text	Middleton, V. et al (2009) Marketing in Travel and Tourism 4th edition Elsevier
Additional Reference Texts (if any)	<p>Page, S and Connell, J (2009) Tourism: A Modern Synthesis, 3rd edn, Cengage</p> <p>Cooper, C. et al. (2008) Tourism: Principles and Practice. Harlow: FT Prentice Hall.</p> <p>Williams, S. (2009) Tourism Geography, Abingdon: Routledge (second edition).</p> <p>Urry, John (latest edition) The Tourist Gaze. Sage.</p> <p>Hall, C. Michael, and Page, S. (latest edition) The Geography of Tourism & Recreation. London: Routledge.</p> <p>Page, S, and Connell, J. (2009) Tourism: A modern synthesis. Andover: Cengage Learning.</p>
Additional Remarks (if any)	NIL

Lesson No.	Learning Outcome
1	Introduction: International Marketing for Hospitality and Tourism
2	Service Characteristics of Hospitality and Tourism Marketing
3	The Role of Marketing in Strategic Planning
4	The Marketing Environment
5	Marketing Information Systems and Marketing Research
6	Consumer Markets and Consumer Buying Behaviour
7	Organizational Buyer Behaviour of Group Market
8	Market Segmentation, Targeting, and Positioning
9	Designing and Managing Products
10	Pricing Products: Pricing Considerations, Approaches, and Strategy
11	Distribution Channels
12	Promoting Products: Communication and Promotion Policy and Advertising
13	Promoting Products: Public Relations and Sales Promotion

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