



NEW SYLLABUS OF RECORD

**I. Catalog Description**

HMG 320 Hospitality Marketing

3 class hours  
0 lab hours  
3 credit hours  
(3c-0l-3cr)

Prerequisite: HMG 256

Understanding the principles and concepts of marketing as they apply to hospitality management. Analyzes consumer behavior related to the hospitality industry.

Students learn to make effective marketing decisions as they apply to customer satisfaction.

**II. Course Objectives**

The student will:

1. define the role of hospitality marketing and discuss its core concepts.
2. explain marketing strategies that are useful in the hospitality and travel industries.
3. explain the role of market-oriented strategic planning for hospitality and tourism industries.

B Service Characteristics

(2 hours)

**K Building Customer Loyalty through Quality (2 hours)**

1. Defining Customer Value and Satisfaction
2. Retaining Customers
3. The Link Between Marketing and Quality

**L Pricing Products: Pricing, Approaches, and Strategy (2 hours)**

5. Factors to Consider When Setting Prices
6. General Pricing Strategies

**M Hospitality Distribution Channels (3 hours)**

1. Nature of Distribution Channels
2. Marketing Intermediaries
3. Working with Travel Agents

P. Electronic Marketing: Internet Marketing, Database Marketing and Direct Marketing

(2 hours)

1. Internet Marketing

2. United States Market

- 20% Comprehensive final exam. 200 points - Multiple choice, short answer, true/false format
- 20% Group project B 200 points B Group project creating a marketing plan for a proposed hospitality, travel or tourism business.

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
59% and below	F

## **VI. Attendance Policy**

As student learning is enhanced by class attendance and participation in discussions, the instructor encourages regular class attendance. The attendance policy of the

Measurement, 2nd Edition, John Wiley & Sons, New York, New York, 2002

Course Analysis Questionnaire

1. How does the course fit into the programs of the department? For what students is the

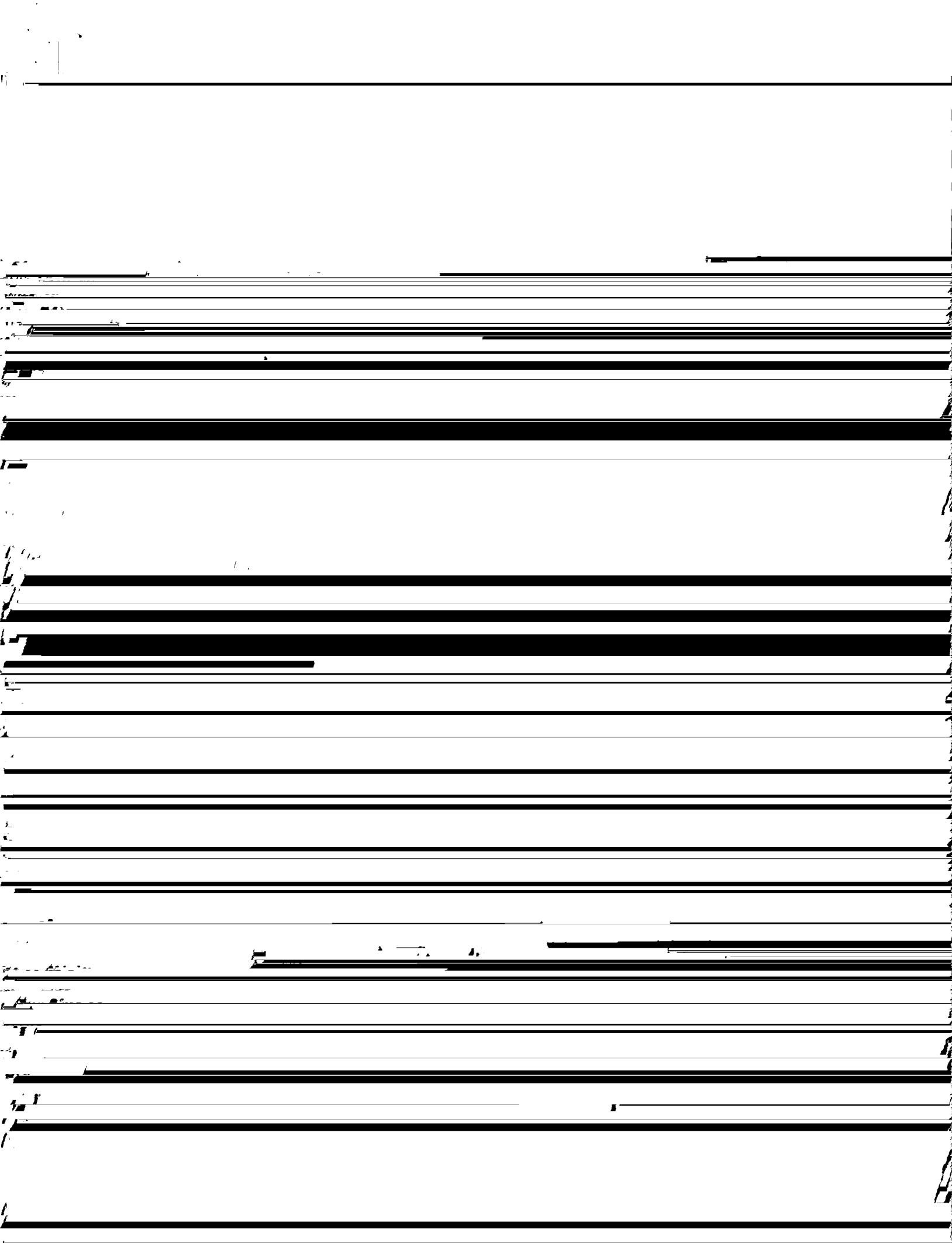


Do other higher education institutions currently offer this course? If so, please list

A7. *Is the content, or are the skills, of the proposed course recommended or required by a professional society, accrediting authority, law or other external agency? If so, please*

*list the name of the authority and the content or skills covered.*

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
C7. *Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.*

No professional society limits either the enrollment or parameters for this course

*Include any additional information valuable to those reviewing this new course proposal*

**Part III. Letters of Support or Acknowledgement**

Attached

IUP WebMail - HRIM Curriculum Revision										X
 Delete	 Folders	 Create	 Reply	 Reply All	 Forward	 Previous	 Next	 Options	 Index	 Help