![Miami Dade College]

Course Description
HFT2500 | Marketing of Hospitality Services | 3.00 credits
In this intermediary course the students will learn basic knowledge and practical experience which will enable them to develop strategic marketing plans for any hospitality business. Special focus on the marketing mix as it applies to hospitality. Marketing trends and case studies are discussed.

Competency 1: The student will understand the hospitality and tourism marketing process by:
1. Explaining the key steps involved in the hospitality and tourism marketing process, including market analysis, target market identification, marketing objectives, marketing strategies, implementation, and evaluation
2. Describing the importance of understanding customer needs, market trends, and competition in developing effective marketing strategies in the hospitality and tourism industry
3. Analyzing real-world examples to demonstrate the application of the hospitality and tourism marketing process in different business scenarios, such as hotels, restaurants, and travel agencies

Competency 2: The student will develop hospitality and tourism marketing opportunities & strategies by:
1. Identifying and assessing marketing opportunities in the hospitality and tourism industry, such as emerging market segments, new product development, and strategic partnerships
2. Developing marketing strategies tailored to the unique needs and characteristics of the hospitality and tourism sector, including pricing strategies, promotional campaigns, distribution channels, and customer relationship management
3. Creating marketing plans that align with the organization's goals and objectives, incorporating market research, segmentation, targeting, positioning, and effective communication strategies

Competency 3: The student will develop hospitality and tourism mix by:
1. Exploring and analyzing the components of the hospitality and tourism marketing mix, including product development, pricing strategies, distribution channels, and promotional activities
2. Developing strategies to effectively manage and optimize the marketing mix elements in the hospitality and tourism industry, considering factors such as customer preferences, market trends, and competitive positioning
3. Evaluating the impact of the marketing mix on customer satisfaction, brand loyalty, and financial performance, and making informed decisions to enhance the mix and achieve business objectives

Competency 4: The student will effectively manage hospitality and tourism marketing by:
1. Implementing strategic marketing plans and initiatives to effectively promote hospitality and tourism products and services, targeting the desired customer segments and achieving business objectives
2. Analyzing and interpreting marketing data and metrics to assess marketing performance, identify areas for improvement, and make data-driven decisions to optimize marketing efforts
3. Developing and maintaining strong relationships with key stakeholders, such as customers, partners, and influencers, to support effective marketing activities and enhance the overall customer experience

Competency 5: The student will understand how social media impacts marketing in the hospitality business by:
1. Exploring and analyzing the role of social media in the hospitality industry, including its impact on customer engagement, brand awareness, reputation management, and customer feedback
2. Understanding the various social media platforms and tools used in the hospitality business, such as Facebook, Instagram, Twitter, and review sites, and how to effectively utilize them for marketing purposes
3. Evaluating social media marketing strategies and tactics in the hospitality industry, examining successful case studies and best practices, and identifying opportunities for leveraging social media to enhance marketing efforts and reach target audiences

Learning Outcomes:
- Communicate effectively using listening, speaking, reading, and writing skills

- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Create strategies that can be used to fulfill personal, civic, and social responsibilities
- Use computer and emerging technologies effectively