



### **Course Description**

#### **HFT2773 | Cruise Line Sales and Marketing | 3.00 credits**

Provides an introduction to the sales and marketing functions of the cruise industry. Students will gain an understanding of how cruise lines position themselves in the competitive business environment and the sales and marketing techniques used to attract customers and group business. Students will gain an understanding of yield management and the issues surrounding travel agents during the sales process. Prerequisites: HFT 2772.

### **Course Competencies:**

**Competency 1:** The student will explore the typical organizational structure of cruise lines by:

1. Analyzing the hierarchical structure of cruise lines, including departments such as operations, marketing, finance, human resources, and guest services, to understand how roles and responsibilities are distributed within the organization
2. Examining the reporting relationships and communication channels within cruise lines, to gain insights into the flow of information and decision-making processes
3. Investigating the roles and functions of key positions within the cruise industry, such as captain, cruise director, hotel director, and entertainment director, to understand the overall organizational structure and the importance of each role in ensuring smooth operations

**Competency 2:** The student will identify the diversity of cruise products and destinations by:

1. Researching and categorizing the different types of cruise products available, such as ocean cruises, river cruises, luxury cruises, expedition cruises, and theme cruises, to understand the variety of experiences and offerings within the industry
2. Exploring the wide range of destinations served by cruise lines, including popular ports of call, remote and exotic destinations, and unique itineraries, to comprehend the diversity of cruise routes and the cultural and geographical experiences they offer
3. Analyzing market trends and consumer preferences to identify emerging cruise products and destinations, and their potential impact on the industry

**Competency 3:** The student will comprehend market segmentation and industry positioning by:

1. Studying market segmentation strategies used by cruise lines to divide their target audience into distinct segments based on factors such as age, income, travel preferences, and interests
2. Evaluating the positioning strategies employed by cruise lines to differentiate themselves from competitors and create a unique brand identity, such as offering specialized itineraries, onboard amenities, or themed experiences
3. Analyzing marketing campaigns and promotional activities of cruise lines to understand how they tailor their messaging and offerings to appeal to specific market segments and create a competitive advantage

**Competency 4:** The student will relate variables that impact profitability of the cruise industry by:

1. Identifying and analyzing the key variables that impact the profitability of the cruise industry, such as fuel costs, labor expenses, passenger demand, pricing strategies, and regulatory compliance
2. Evaluating the effect of external factors, such as economic conditions, geopolitical events, natural disasters, and public health concerns, on the profitability of the cruise industry
3. Conducting financial analysis and studying industry reports to understand the relationship between revenue generation, cost management, and profitability within the cruise industry

**Competency 5:** The student will explain the inter-relationship of the cruise industry to travel agencies by:

1. Examining the role of travel agencies in the distribution and sales of cruise products, understanding how they act as intermediaries between cruise lines and potential customers
2. Analyzing the cooperative relationships between cruise lines and travel agencies, such as commission structures, marketing support, and training programs, to understand the mutual benefits and interdependence between the two entities

3. Investigating the impact of technological advancements, such as online booking platforms and direct sales channels, on the relationship between cruise lines and travel agencies, and identifying strategies to maintain a symbiotic partnership in a changing industry landscape

**Competency 6:** The student will explore how the cruise line industry affects local destinations' economy, and impacts by:

1. Assessing the economic impact of the cruise industry on local destinations, studying factors such as job creation, tourism revenue, infrastructure development, and community engagement
2. Analyzing the environmental and social impacts of the cruise industry on local destinations, considering factors such as waste management, cultural preservation, and community relationships
3. Examining case studies and best practices to understand how the cruise industry can collaborate with local stakeholders to maximize positive economic impacts and minimize potential negative effects on local communities and environments

**Learning Outcomes:**

- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of diverse cultures, including global and historical perspectives