The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM2325
Subject Title	Marketing Hospitality, Tourism & Events in the Digital Age
Credit Value	3
Level	2
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This course provides students with the basic marketing concepts needed in order to understand the role of marketing in the tourism, hospitality and events industries. It helps students to develop an understanding of marketing management, business environment evaluation and analysis process, identify marketing opportunities and threats, define and select target markets, plan and execute marketing programmes, and implement control plans. In addition, it helps students understand how developments in digital technology provide new opportunities and challenges for hospitality and tourism marketing.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: **A) Competent Professional:** Students should be able to integrate and to apply in-depth e-marketing knowledge and skills that are fundamental to functioning effectively as an entry-level marketing professional (professional competence); understand the global trends and opportunities related to marketing (global outlook); and demonstrate entrepreneurial spirit and skills in their marketing related work, including the discovery and use of opportunities, and experimentation with novel ideas (entrepreneurship). **B) Critical Thinker:** Students should be able to examine and critique the validity of marketing information, arguments, and different viewpoints, and to reach sound judgments on the basis of credible evidence and logical reasoning. **C) Innovative Problem Solver:** Students should be able to identify and define marketing problems in both professional and day-to-day contexts, and produce innovative solutions to solve marketing problems. **D) Effective Communicator:** Students should be able to comprehend and communicate effectively in English, and Chinese where appropriate, orally and in writing, in digital marketing contexts.

	E) Lifelong Learner: Students should be able to recognise the marketing need for continual learning and self-improvement, and be able to plan, manage and evaluate their own learning in pursuit of self-determined goals. **F) Ethical Leader:** Students should have an understanding of leadership and be prepared to serve as a marketing leader and a marketing team player (leadership and teamwork); demonstrate psychosocial competence in pursuing personal and professional marketing development (intrapersonal competence); be capable of building and maintaining relationship and resolving conflicts in group work situations (interpersonal competence); and demonstrate ethical reasoning in digital marketing contexts (ethical reasoning). **G) Socially Responsible Global Citizen:** Students should have the capacity for understanding different cultures and social development needs in global digital marketing contexts (interest in culture and social development); and accept their responsibilities as marketing professionals to society, their own nation and the world (social, national, and global responsibility).
Subject Synopsis/ Indicative Syllabus	1. Introduction to marketing and digital marketing 2. Understanding service characteristics of hospitality, tourism and events 3. Understanding the role of marketing and digital marketing in strategic planning 4. Strategic framework for developing a digital marketing strategies 5. Marketing planning and the marketing plan 6. Understanding the marketing environment in the digital age (online marketplace analysis: digital micro and marco-environment) 7. Managing customer information to gain customer insights in the digital age 8. Understanding consumer and organisation buying behaviour in digital age 9. Market segmentation, targeting, and positioning in digital age 10. Marketing mix 11. Relationship marketing using digital platforms 12. Direct, online, social media, search engine and mobile Marketing