

HOSP 130 : Hospitality and Tourism Marketing

Credits 5

Quarter Offered Spring

Learn an integrative approach to hospitality sales from a team perspective. Analyze consumer behavior, promotion and sales for the hospitality and tourism industry. Develop a hospitality focused marketing distribution channel and promotional plan. This class may include students from multiple sections.

Course Outcomes

- Describe the role of marketing strategic planning for the hospitality industry.

- Analyze consumer markets and buying behavior for the tourism industry.

- Discuss information distribution and the impact of social media and globalization on the hospitality industry.

- Explain how changes in the demographic and economic environments affect marketing.

- Examine the hospitality and tourism marketing mix.

- Explain internal marketing.