

# 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.