

HS254 Hospitality & Travel Marketing

This course examines the hospitality and travel marketing system. Students will learn the different types and roles of hospitality and travel industry organizations, how marketing applies to different travel components and various departments of a hospitality organization. Topics such as core principles of marketing, marketing approaches, strategic and tactical marketing, marketing research and analysis, marketing strategy, and marketing plan development, and methods to effectively implement and control as well as evaluate the marketing plan will be covered.