Code-Course	063405 – Hospitality Marketing				
Year	3rd		Credits	4,5 cr ECTS	
Thematic Area	Marketing and Commercialization		Course Type	Core Subject	
In-class hours	36 h	Teacher-led learning hours	36 h	Individual work hours	40,5 h

BRIEF COURSE DESCRIPTION

The subject of hospitality marketing aims to offer continuity to the subject of strategic and operational Marketing. The main idea is to study in further depth the commercialization of tourism products and services, an activity which belongs to the operative part of marketing.

This subject wants to provide students with a full panoramic vision of how to sell and buy tourist products nowadays: it also focuses on the latest marketing strategies. In addition, it prepares students to be able to analyze the importance of choosing a particular channel based on the strategic plan of the company.

KEY WORDS: tourist commercialization, operational marketing, strategic plan.

GENERAL SKILLS

GS02- Have business vision.

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.

SPECIFIC SKILLS

SS09- Understand and use information technology and information management

systems in tourism.

SS10- Market tourism products, services, and projects.

LEARNING OBJECTIVES

1. Use hotel marketing tools: Revenue Management, e-marketing, web 2.0.
2. Develop a marketing vision for hotel establishments.
3. Have an evolutionary view of hotel marketing.

4. Know the most current concepts and tools of planning, organization, direction, coordination and control.
5. Apply the theories and basic concepts of tourism marketing applied to the hotel sector. Implement the main communication techniques applicable to hosting companies.
6. Know the main negotiation techniques.
7. Know the effects of ICT in the operating procedures of hosting companies.
8. Develop marketing plans for hotel establishments.
9. Develop business plans for hotel establishments.
10. Execute business action plans.
11. Manage business information, statistics and customer data for decision-making.

ACADEMIC CONTENTS

1. **Conceptualization of Hotel Commercialization**
   1.1 Basic elements for the implementation of Hotel Commercialization
   1.2 Importance of Hotel Commercialization and related concepts
   1.3 Importance of demand in Hotel Commercialization (Keys in times of Crisis)
   1.4 Analysis of Hotel Commercialization by type and Market segment
   1.5 Minimum skills for the implementation of Hotel Marketing
   1.6 Models and types of Hotel Commercialization

2. **Advantages and challenges of Hotel Commercialization**
   2.1 Direct and Indirect Marketing Channels
   2.2 Benefits of a good marketing practice
   2.3 Repercussion of a bad practice in Hotel Commercialization
   2.4 Tools to promote Hotel Commercialization through direct sales
   2.5 Challenges of Hotel Commercialization Outsourcing

3. **The technological tools for Hotel Commercialization**
   3.1 Basic tool of Hotel Commercialization: - The Channel Manager Software. - Booking Engine and Property. - Management System (PMS)
   3.2 Keys to the implementation of revenue management technologies during the implementation in Hotel Commercialization
   3.3 Other secondary applications directly related to Hotel Commercialization

4. **Management of rate plans and availability control in Hotel Commercialization**
   4.1 Techniques and use of technologies during the Hotel Commercialization Management

5. **Company Culture Development of Hotel Commercialization,**
   5.1 Implementation of Hotel Commercialization awareness in other Hotel Teams
   5.2 Resources and knowledge transfer and Continuous Internal Training.

6. **Startups and companies directly and indirectly related to Hotel Commercialization**
   6.1 Differentiation of Traveltech and Hoteltech Startups in Hotel Commercialization
   6.2 National and International Key Players in Hotel Commercialization

LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

Activities Assessment	Type	Continuous	Single	Week
Daily Discussions and Active participation	Individual Activity	5.0%	N/A	∞
Competitors / OTA´s / SWOT Template	Individual Activity	2.5%	2.5%	Week 2
Competitive Set or Comp Set analysis	Individual Activity	2.5%	2.5%	Week 4
Cancellation Policies Research	Individual Activity	5.0%	5.0%	Week 6
How to Build a Hotel Tech Stack	Individual Activity	5.0%	10%	Week 7
How to select a Hotel Commercialization Tech	Individual Activity	5.0%	10%	Week 8
4 Tools to boost Hotel Commercialization strategy	Individual Activity	5.0%	10%	Week 10
8 keys to Understand the Commercial Strategy	Individual Activity	5.0%	20%	Week 11
Special Group Project	Group Activity	10%		∞
Hotel to Improve Hotel Commercialization strategy	Group Activity	15%		Week 12
Individual Final Exam		40%	40%	

To pass the subject it is mandatory to obtain a minimum score of "5" in the final individual test/s.

<u>Review and Reassessment of the Course</u>

The student has the right to review all the evidence that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, to opt for the reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without considering the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course. After the reassessment, the maximum grade is 5.0 in the overall course.

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