### HOSP 2620: Introduction to Marketing

**Effective date**
October 2019

**Department**
Hospitality Management

**Description**
This course engages students in a detailed study of basic marketing principles and functions and their application in the hospitality industry. Students develop a conceptual understanding of strategic marketing planning, product development, positioning, and pricing. All elements of the marketing mix, including communications channels and personal selling are examined. Current trends in social media marketing, their use and importance in business are discussed. This course is part of the full-time Hospitality Management Diploma Program.

**Credits**
3.0

**Year of study**
2nd Year Post-secondary

**Prerequisites**
None

**Corequisites**
None

**Course Learning Outcomes**
1. Use marketing terminology accurately and effectively
2. Perform a critical analysis of a marketing situation, and a SWOT and product mix analysis to determine appropriate action
3. Prepare the basis for a marketing plan
4. Define market segments that have the most desirable potential for business
5. Determine appropriate marketing mix, including product assessment, pricing strategy, communication strategies and distribution plan
6. Develop and present a full marketing plan
7. Develop a communication mix
8. Identify the benefits of various communication vehicles, including personal selling
9. Describe the relative strengths and weaknesses of personal selling, public relations, publicity and advertising as they apply to the hospitality industry
10. Apply ethical and decision-making in marketing and publicity that consider sustainability issues
11. Analyze emerging hospitality trends and innovations to make relevant marketing recommendations

Prior Learning Assessment & Recognition (PLAR)
To learn more about the PLAR pathways for this course review the Hospitality Management Diploma Program Content Guide.

Hours
Lecture: 45

Instructional Strategies
Lectures, lab sessions, group discussions, case studies and presentations

Grading System                  Passing grade
Letter Grade (A-F)              D (50%)

Evaluation Plan

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<th>Type</th>
<th>Percentage</th>
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</tr>
<tr>
<td>Project</td>
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<td>Marketing Plan</td>
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<td>Quizzes/Tests</td>
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**Course topics**

- Introduction to Marketing
- Service characteristics
- Role of Marketing in Strategic Planning
- Segmentation - targeting and positioning
- Marketing environment
- Marketing Information Systems
- Consumer markets and buying behaviour
- Professional sales
- Promoting products: Promo and Advertising
- Promoting products: Public Relations and Sales
- Direct and online marketing
- Using Social Media in marketing

**Learning resources**

None

*Note:*

Course contents and descriptions, offerings and schedules are subject to change without notice.

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Downtown campus
250 West Pender Street, Vancouver, B.C. Canada V6B 1S9  Tel 604.871.7000

Annacis Island campus
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