

## Operational Marketing for Hospitality (Marketing - 2)



### SCHOOL

Faculty of Culture, Tourism  
and Hospitality (Esthua)



### CAMPUS

Saint-Serge



### LEVEL

1st year Master's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Spring (S2)

- > **Degree course:** International Hospitality Management
- > **Teaching unit:** UE 3 Hospitality Experience Design and Implementation
- > **Course language:** English
- > **Duration (hours):** 12
- > **ECTS:** 2
- > **Teacher(s):** Patrick Legohérel (Associate Professor - MCF HDR)

#### > Assessment:

- Continuous assessment
- Final exam

#### > Teaching methods:

- Lecture course 12 hours
- Tutorial course hours
- Practical work hours

- Case study
- Project

## COURSE DESCRIPTION

The Marketing course is divided into two parts: Strategic Marketing - Part1, and Operational Marketing - Part 2. Operational marketing: the objectives of the course are to explain the most fundamental dimensions of operational marketing/marketing mix. The class include a focus on service development and innovation. Are also considered the other fundamental dimensions of marketing mix, including communication and distribution. Pricing is to be considered in the Master 2 programme.

The class is divided into two parts:

6 hours are dedicated to the content above. The class is taught by the Professor of Esthua, P. Legohérel  
6 hours are dedicated to specific content/focus. The class is taught by an International Visiting Professor

Detailed outline:

1. . Marketing mix: Introducti
2. . Innovation and new tourism and hospitality products, services and experienc
3. . Communication: Introduction + Visiting Profess
4. . Experiential marketi

(Pricing: topic to be considered next year/M2)

## OBJECTIVES

By the end of the class, students will:

- understand what marketing mix is
- have a clear idea of innovations in this field
- understand the main aspects of communication
- know what experiential marketing is

## PREREQUISITES

Students must also enroll in the course entitled "Strategic Marketing for Hospitality (Marketing - 1)"

## SELECTIVE BIBLIOGRAPHY

- Textbook for the class: Marketing for tourism and hospitality, Fyall A., Legohérel P., Frochot I., & Wang Y., Routledge, 2019
- Other references to be provided at the beginning of the class.