

Strategic Marketing for Hospitality (Marketing - 1)



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 - Part 1, and Operational Marketing - Part 2. Strategic marketing: the objectives of the course are to explain the fundamentals of marketing strategy, from the understanding of the environment (consumption trends, competition, macro-environment, ect.), the tools/methods (SWOT, ect.), to strategic decisions including segmentation, positioning, ect. The international marketing strategy, so important for hospitality and tourism sectors, is also considered. 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:

Introduction to marketing:

- Market analysis
- Strategy
- Mix marketing
- Case study

Marketing segmentation, targetting & positioning

Consumption trends

Consumer behaviour and international marketing strategy

- Overview
- Culture and international marketing

OBJECTIVES

By the end of the class, students will:

- Identify key steps of the strategic decision process,
- Understand the importance of a strategic approach, even for small- and medium-sized companies,
- Understand the main stages of the segmentation process,
- Understand the importance of positioning for companies and destinations facing fierce competition both on the domestic and worldwide markets,
- Be aware of the need for companies and destinations to understand fully the international environment and more specifically the cultural gap between markets,
- Be introduced to case study scenarios

PREREQUISITES

None

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.

OTHER INFORMATION
