Moodle 15:   Marketing Management and Research

Stage	2
Semester	2
Module Title	Marketing Management and Research
Module Number/Reference	BAIHH - MMR
Module Status	Mandatory
Module NFQ level	7
Pre-Requisite Module Titles	Principles of Services Marketing
Co-Requisite Module Titles	n/a
Capstone Module?	No
List of Module Teaching Personnel	

Contact Hours				Non-contact Hours			Total Effort (hours)
45				55			100
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent Work	
35		10		20		35	100

Allocation of Marks (Within the Module)					
	Continuous Assessment	Project	Practical	Final Examination	Total
Percentage Contribution	40			60	100

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Assess the main tasks and concepts associated with marketing management and the marketing research process
2. Illustrate an understanding of the underlying concepts of marketing research, such as, market segmentation, targeting and positioning and their impact on marketing management decisions
3. Examine the important changes that the Internet and web-based technologies, such as social media and mobile applications, are making to the hospitality marketplace.
4. Assess the effectiveness and performance of a marketing plan to include the marketing mix strategy
5. Explain the factors influencing buyer behaviour in both the traditional and online channels
6. Employ skill in the design and presentation of examples of research methods.
7. Discuss the international trends and changes in the marketing environment, as they relate to the international hospitality industry
8. Discuss ideas clearly and professionally.

Module Objectives

This module builds on the 'Principles of Services Marketing' module studied in Stage 1 of the programme. The module is designed to provide learners with an integrated knowledge of strategic issues in marketing to include market research and their implications for management decision-making. Using an integrated approach in the module delivery enables the research process to be understood and applied concurrently.

Module Curriculum

Introduction to Marketing Management and Research:
- Defining Marketing in the Hospitality and Travel Industry
- Marketing fundamentals
- The characteristics of a marketing orientation
- Reasons for Increased Importance of Marketing in the Hospitality Industry

The Marketing Environment:
- Micro Environmental factors:
  - The organization
  - Suppliers
  - Intermediaries
  - Competition
  - Customers
- Macro Environmental Factors:
  - Demographic
  - Economy
  - Social/Cultural factors
  - Technology
  - Political/Legal
  - The Natural environment

Services Marketing
- Characteristics of Services Marketing
- 7P's and their application in Hospitality and Travel Marketing
- Implications for the Marketing Mix on-line
- Managing Differentiation

Digital Marketing
- Website navigation
- Search Engine Optimisation
- Online bookings and up-selling
- Electronic distribution channels and linkages
- Social media
- Mobile technology and consumer generated media

Buyer Behaviour
- Decision-making process
- Traditional channels and online
- Influences on the decision

The Marketing Plan
- Purpose and benefits of a plan
- Goals, objectives, strategies and tactics

Market Segmentation
- Segmentation
- Targeting
- Positioning

Marketing Research 1
- Types of Research
- The Research Process
- Primary versus Secondary
- Quantitative versus Qualitative

Marketing Research 2
- Data Collection Methods
- Interviews
- Questionnaires
- Observation

Reading lists and other learning materials

Kotler, P. Bowen, J. & Makens, J. (2014) *Marketing for Hospitality and Tourism* 6th ed., Prentice Hall.

Saunders, Mark, N.K.; Lewis, Philip, and Thornhill, Adrian, (2012) *Research Methods for Business Learners*, 6th Ed, Pearson.

Kotler, P. & Keller, K., 2012. *Marketing Management* 14th ed., Prentice Hall of India.

Gay, Richard; Charlesworth, Alan and Esen, Rita (2010) Online Marketing, a Customer-led Approach, 2nd Ed, Oxford.

Collis J. & Hussey, R., 2009. *Business Research: A Practical Guide for Undergraduate and Postgraduate Learners* 3rd ed., Palgrave Macmillan.

Nykiel, R.A. 2010.*Marketing in the Hospitality Industry*, Educational Institution of America Hotel

Websites:
- www.amarach.ie
- www.cso.ie
- www.mintel.com
- www.socialmedia.ie
  www.hotelmarketing.com

Journals:
- Journal of Hospitality Marketing
- Journal of Travel and Tourism Marketing
- Journal of Marketing

Module Learning Environment

The learning environment is designed to foster a shared sense of ownership and responsibility for the learning and development. A base classroom is used for teaching purposes for the delivery of the module. At the beginning of the semester the learners issued with a detailed module curriculum which includes the module learning outcomes, a class schedule, the necessary reading material and the assignment strategy.

Learners also have access to Moodle, the College's Virtual Learning Environment (VLE) where lecture notes are uploaded each week and through which assignments can be submitted and individual feedback given to each learner.

An emphasis is made on team teaching and peer learning where learners are divided into work groups in which they are offered guidance and direction regarding group expectations and outcomes.

Tutorial classes are used extensively to ensure learners can confidently carry out a research project.

Module Teaching and Learning Strategy

This module is delivered by means of formal and participative lectures and tutorials. Through the use of EBL (Enquiry Based Learning) the lectures provide an opportunity for participants to deepen their knowledge and understanding of the key issues surrounding marketing management in the international tourism and hospitality industry. Questions are used at the outset of lecture sessions to stimulate curiosity and to attempt to ascertain the level the learners are at with regard to a topic. In addition, the use of EBL will help learners to probe deeper into the topic.

Material covered in lectures involves detailed treatment of topics relevant to marketing management and research. Video and other multi-media tools are utilised wherever possible, and guest speakers are invited to discuss hospitality marketing strategy with the learners. In advance of each lecture pre-readings and lecture notes are forwarded to all learners via Moodle.

The purpose of the tutorials is to focus on group discussion and further analysis of the topics covered in order to provide for a shared learning environment. This is achieved through a structured analysis of the issues using case studies and examples throughout. Each lecture and tutorial session is designed to support the enhancement of knowledge and skills and to offer key tools and resources to participants in a timely fashion as indicated on the module curriculum plan. The tutorials enable learners to assimilate and apply the concepts of marketing management and research from a strategic perspective. These practical class exercises also allow feedback and reflection.

In addition, ongoing tutorial help is provided to learners with their course work. Lecturers are available for guidance and feedback during the course of undertaking a collaborative assignment as required.

Guest speakers who are specialist marketers in hospitality enable discussion around topical and relevant marketing issues encountered in the hospitality environment.

Module Assessment Strategy

Assessment for this module is divided into three elements: a collaborative group work project, an in-class presentation by the group of their project's findings to their peers and an end of semester closed book examination. The weightings are 40% for the project to include the presentation and 60% for the closed book examination.