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What's this module about?

Marketing is a customer-centric strategic function (Chartered Institute of Marketing, 2015) and a management process responsible for identifying, anticipating and satisfying customer requirements profitably (Chartered Institute of Marketing, 2009). Therefore, this module will facilitate students' strategic thinking and will allow an in-depth understanding of basic marketing principles and consumer behaviour. It will cover key areas, such as the marketing mix, segmentation and positioning, but it will also go a step further by recognising important elements of international marketing and the role of digital marketing in the contemporary hospitality environment.

How will this module deliver the relevant industry sector skills and competencies?

This module will allow you to

- study hospitality organisations, their management and the changing external environment in which they operate
- prepare for a career as potential marketers in the field of business and management
- enhance their lifelong learning skills and their personal development skills to contribute to the society at large

Working on this module will help you develop and enhance several key skills and competencies which are important for successful Hospitality Post-Graduate students and future marketers. We will work together towards you becoming effective *communicators, problem solvers, planners* and *team workers*. We will also enable you develop your *self-management* and *time-management skills*, and continually seek to enhance *learning* about the marketplace of your interest. You are expected to perform research in order to identify, find and choose important information and then adjust it properly and in line with the needs of your own work. Apart from the tasks foreseen in terms of the delivery of the module (e.g. the taught content, directed learning and the assessment task), you are expected to deploy their own *initiative* and *creativity*.

What is the current research context that this module applies?

This module consists of three interrelated elements, namely marketing, consumer behaviour and technology in the Hospitality Industry. Recent studies emphasise the importance of each one of these elements and their in-between relationships by discussing the role of image, brands, the marketing mix, technology and social media on tourist behaviour (Martin et al., 2015). As a result, the module will first start with an introduction on marketing in the hospitality industry. This will be assessed in line with the detailed discussion on the marketing mix for services (Kotler et al., 2013). This will trigger the subsequent analysis of Consumer Behaviour and the role of digital technologies, both of which will be structured according to recent developments (e.g. Tresidder & Hirst, 2012; Nyheim & Connolly, 2013; Chaffey & Smith, 2013). Seminal journal articles can be found in the reading list.

How is internationalisation delivered and applied within the module?

Marketing is inherently international; therefore, lectures and seminars will be developed based on the international context through the use of examples, case studies and international literature. Sessions will demonstrate the significance both of marketing to hospitality in the global and international environment and of globalisation and internationalisation to hospitality marketing.

How does this module embed Principles of Responsible Management Education?

Following Brenkert's (2008) approach to marketing ethics, marketplace situations in the form of case studies will often be discussed in terms of the moral implications that they are associated with. Besides, the facts resulting from a situation, the feelings of those involved and marketing principles play a significant role in identifying and responding to moral implications (Klein & Phillips, 2011). The discussion on internationalisation and on digital technologies will be connected to sustainability and social responsibility issues as well.

How will this module be delivered?

This module will include lectures and seminars. Workshops in computer labs are going to last two hours in order to facilitate the development of essential skills. The lectures will introduce key concepts and apply examples, while during the seminars and workshops we will support your engagement in a range of activities, such as case studies, class exercises, group work, the virtual environment and practical activities. Self-directed studying is encouraged and necessary throughout the module.

The assessment is part of the learning process. In order to facilitate learning, learning materials will be made available in advance. Thus, it is expected that you will attend the classes prepared, having read the material as instructed. This way the module will be interactive and will help you to fully benefit from it and gain proper step-by-step instructions for your assessments and your future professional life.

Assessment Package

(see overleaf)

How will Blackboard be used with this module?

Lecture and seminar material will be available via the Blackboard (BB) site, in addition to supporting information relating to the assessment. We will use BB in order to post announcements and online material and to e-mail students. Students are going to submit their assignment using BB.

How will student feedback be obtained on this module and how will this be used?

You will receive both formative and summative feedback. To be specific, you will discuss your work directly with your tutor in assigned appointments. During these appointment sessions, the tutor will clarify the work to be done and provide feedback on an outline of the assessment so that you can make the necessary adjustments to their work before submission. Additionally, verbal formative feedback will be provided following seminar and workshop discussions and presentations prior to submitting the assessed report. Written feedback, in the form of an electronic marking grid will be emailed to students three weeks upon the deadline of the assessed individual report.

The module team values the opinion of the students on their learning and the benefits of this module to their careers. Therefore, we will ask for students' feedback on this module during the lecture and seminar sessions and with the Module Evaluation Forms at the end of the semester.

Module team

The module team will discuss any aspect of the module during timetabled sessions. Apart from these scheduled times, students may contact members of the module team directly by telephone or email.

Tutor	Telephone	E mail
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Module Overview

Module Title: Consumer Behaviour, Marketing and Technology in Hospitality			Module Code:		
Academic Year: 2015/16	Level: 7	Credits: 15		Semester: 2	
Course: MSc. International Hospitality Management MSc. International Hospitality and Tourism Management					
Module Leader: Dr. Stella Kladou			Module Team: Dr. Stella Kladou Dr. Alisha Ali Parag Tawade		
Assessment Method	Weighting	Submitted When			
Report	100%	28 April 2016, 15.00			

Module aims

The aim of this module is to provide students with the knowledge and skills to critically analyse the contemporary hospitality marketing landscape. This will be achieved by exploring technological innovations, marketing practice and consumer behaviour.

Module Learning Outcomes

1. A critical evaluation of traditional approaches utilised in the marketing of hospitality experiences.
2. The role of critical marketing in terms of understanding the consumer, their motivations their behaviour etc. Additionally this will explore the impact of globalisation on consumers, the impact of culture on marketing practices, as well as CSR and sustainable/ethical marketing approaches.
3. A critical analysis of current and future technological applications that contribute to effective and creative marketing practices within the hospitality industry.

Schedule of Study

(see overleaf)

<i>University Week</i>	<i>Date w/com</i>	<i>Lecture content</i>	<i>Seminar activities & workshops</i>	<i>Assessment & Feedback plan (including formative assessment)</i>
Lesson 1/ week 28	01/02/2016	Introduction to the module - Marketing Principles & Service Characteristics	Team building activity Assignment brief Referencing	Module handbooks are given out
Lesson 2/ week 29	08/02/2016	The Marketing Mix & the Digital Impact	In-class activity	
Lesson 3/ week 30	15/02/2016	Relationship Marketing & the Digital Impact	2-hour lab workshop Facebook Ads, Twitter, Instagram, blogs & websites	
Lesson 4/ week 31	22/02/2016	Consumer Behaviour & the Digital Consumer		
Lesson 5/ week 32	29/02/2016	Consumer value		
Lesson 6/ week 34	14/03/2016	Guest lecturer	2-hour lab workshop Profiling your consumer Online data & results	
Lesson 7/ week 37	04/04/2016	Value creation & innovation (AA)	Creating value for your consumer	
Lesson 8/ week 38	11/04/2016	Sustainability and CSR in the hospitality industry (AA)	In-class activity	
Lesson 9/ week 39	18/04/2016	Module & Assignment Review	Drop-in appointments	Students given formative feedback on assessment
week 40			Drop-in appointments	Submission of Assignment. Please consult your Assessment Diary for the exact date. Feedback will be provided three weeks after submission.

Reading List

Key Text
Chaffey, D. & Ellis-Chadwick, F. (2012) <i>Digital Marketing: Strategy, Implementation and Practice</i> , 5 th edition, Pearson
Kotler, P. Bowen, J. & Makens, J (2013) <i>Marketing for Hospitality and Tourism</i> , 6 th Edition, Prentice Hall.
Ryan, D. & Jones, C. (2014) <i>Understanding digital marketing: marketing strategies for engaging the digital generation</i> . Kogan Page Publishers.
Solomon, M.R., Marshall, G.W., Stuart, E.W., Barnes, B., & Mitchell, V.W. (2013) <i>Marketing: Real People, Real Decisions</i> 2nd European Edition, FT Prentice Hall.
Tresidder, R & Hirst, C. (2012) <i>Marketing in Food, Hospitality, Tourism and Events: A Critical Approach</i> ; Goodfellow Publishers.
Recommended Reading
Dibb, S. Simpinkin, L. Pride, W.M. Ferrell, O.C (2006) <i>Marketing Concepts and Strategies</i> , 5th European Edition Houghton Mifflin.
Groves, R. & Go, F. (2009) <i>Place Branding</i> . Palgrave Macmillan Ltd.
Holbrook, M (1999) <i>Consumer Value: A framework for analysis and research</i> , Routledge.
Kotler, P, Wong, V, Saunders, J., Armstrong, G (2008) <i>Principles of Marketing</i> , 5th European Edition Pearson Education.
Journal Articles
Duverger, P. (2012). Using dissatisfied customers as a source for innovative service ideas. <i>Journal of Hospitality & Tourism Research</i> , 36 (4), 537-563.
Johannessen, J-A & Olsen, B. (2010). The future of value creation and innovations: aspects of a theory of value creation and innovation in a global knowledge economy. <i>International Journal of Information Management</i> , 30 (6), 502-511.
Lepak, D., Smith, K. & Taylor, S., M. (2007). Value creation and value capture: a multilevel perspective. <i>Academy of Management Review</i> , 32 (1), 180-194.
Martin, D., Rosenbaum, M. & Ham, S. (2015). Marketing Tourism and Hospitality Products Worldwide: Introduction to the special issue, <i>Journal of Business Research</i> , 68(9), 1819-1821.
Periodicals
The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
• Journal of Marketing
• European Journal of Marketing
• Journal of Marketing Management
• Marketing Intelligence and Planning
• Journal of Brand Management
• Journal of Consumer Research
• Journal of Product and Brand Management
Internet sources – the resources included below provide you with an indication of the wealth of information available online. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.
www.marketingweek.co.uk
Key Note
Mintel Global Market Navigator
Mintel Oxygen - Travel, Tourism & China Reports
Passport database
IGD Retail Analysis
Kantar Worldpanel
McKinsey Quarterly

International Company Information Sources

Amadeus
Business Source Premier
McKinsey Quarterly
Nexis UK
PI Navigator

Task Brief

Module Title:	Consumer Behaviour, Marketing & Technology
Assessment Title:	Report
Individual/Group:	Individual
Weighting:	100%
Submission Date:	28 April 2016 by 15.00

Instructions To Students For Submission Of This Coursework

Task Details (Report)

This report will be in the format of the following:

It will include two interrelated components, i.e. a written report and a digital example. The written report has to be well-supported with references from trustworthy sources and will reveal your critical understanding of a chosen marketing concept (from those listed further below), a hospitality brand, and the brand's customer segments. These will provide the necessary background for developing a digital marketing example (e.g. website/ blog/ online platform/ social media advertisement).

Every student is going to be allocated a hospitality brand in Week 2 of teaching. Focusing on the brand you will be allocated, you will develop your report. To be specific, you will:

- (a) **investigate your allocated brand** (e.g. history of the brand, the brand elements, competitors, target markets, its international perspective)
- (b) identify a clear **objective** for your brand related to a specific marketing concept. You may choose among **Branding, Social Media Marketing, Relationship Marketing or Sustainable Marketing**. Upon building on the literature for your chosen marketing concept, you will set a relevant objective. For example, if you choose branding as your marketing concept, then you can set a goal related to brand awareness or brand quality. Regardless your chosen marketing concept, your goal needs to be specific and measurable.
- (c) recognise a specific **consumer segment**. You need to identify an appropriate customer segment based on the objective you have set, and then profile the selected customer audience.
- (d) create a **digital example** (e.g. website, blog, Facebook advertisements). The details of your digital examples (e.g. the content/ message, colours, layout, size/ number of images, potential to interact) will be aligned with the aforementioned components of your report.

Points (a), (b), and (c) are going to be addressed in written, while point (d) can take alternative digital forms. Your written report will address points (a), (b) and (c) and will refer to the choices that guided the above points (e.g. keywords used). It will also include a hyperlink (*n/a for Facebook ads*) and screenshots of (d). Students should be careful in developing their digital design as this needs to be an example of how to effectively address the points developed in written.

Particular instructions to students

- The word count for this assignment is 5000 words (+/-10%). Reference list and appendices are excluded.
- The website can be created using an opensource CMS (Content Management System) or any free alternative.
- The blog can include articles and pictures for the customer segment the brand aims. The blogs should be designed in a way that the title of the blog and the title of the pages along with the tags are in relevance to the target, and Search Engine Optimisation (SEO) works.
- In case you choose Facebook advertisements, a minimum of **2 advertisements** are expected. These will promote your Facebook page and a minimum of 5 posts are expected through the Facebook page. For Facebook adverts, you will need to define the target in order to create them. We do not want a hyperlink for online advertisements.

- All digital content should be created taking SEO into consideration. SEO of each website and blog will be tested through online tools.
- You will include citations, and a complete and accurate reference list. Harvard referencing must be used. Students are expected to reveal extensive knowledge and understanding of recent studies and journal articles.

Do not plagiarise from other sources. This must be your own work! Students are to include a copy of their Turnitin output as part of their assignment submission.

Any requests for extensions should be submitted to your course leader, using the standard EC 1 form, at least 24 hrs before the due hand in.

Submission requirements

You must submit your work on Turnitin and the Blackboard site week **by 15.00 on April 28**. Please consult your Assessment Diary for the exact date. Work must be submitted by 3pm UK time to your Blackboard Site. Please contact your module leader as soon as possible if you encounter any difficulties in uploading to the Blackboard site.

Weighted assessment criteria:

(see overleaf)

Study skills support

This will take place in the seminars where there will be a dedicated seminar session to help provide guidance for your assignment.

Feedback & feed-forward strategy and how students can access their feedback

Feedback will be provided three weeks after submission. This will be through the use of an electronic feedback sheets sent to you through your student email account and will give some areas that the students could have improved.

Assessment Criteria:

Criteria % Range	Knowledge and Understanding	Use of Resources	Theory and Academic Rigour	Presentation and Structure	Professional /Academic Practice
80 - 100% Outstanding Work	Analytical approach taken with in-depth discussions. Compares related knowledge in a rigorous manner. Of publishable quality	Above expectations; fully referenced without error with up-to date appropriate high quality sources being used.	Above expectations with extraordinary ability to synthesis material in an innovative and realistic manner	Without flaw, free from grammatical error, fluent and logical in thought, of publishable quality	Futuristic and realistic awareness of personal limitations and ability to factor this into day to day activities in order to influence positive outcomes. Mature in thought and action
70 - 79% Excellent Work	Exceptional knowledge and in-depth understanding of principles and concepts	Extensive evidence of integrating appropriate supplementary sources	Extensive evidence of relevant and perceptive application of theory, and/or empirical results where applicable	Outstanding, well-directed presentation, logically and coherently structured, using correct grammar and spelling	Holistic sense of critical reflection
60 - 69% Very Good Work	Very good knowledge and in-depth understanding of principles and concepts	Evidence of extensive reading of supplementary sources	Clear evidence of relevant application of theory, and/or empirical results where applicable	Very good, well-directed presentation, logically structured, using correct grammar and spelling	Very good sense of critical reflection
50 - 59% Good Work	Comprehensive knowledge and a good understanding of principles and concepts	Evidence of reading a range of supplementary sources	Good evidence of relevant application of theory, and/or empirical results where applicable	Good quality presentation, well structured, using correct grammar and spelling	Good sense of critical reflection
40 - 49% Acceptable Work	Appropriate knowledge and understanding of principles and concepts	Evidence of reading directed reading and some supplementary sources	Occasional relevant application of theory, and/or empirical results where applicable	Orderly presentation and structure with acceptable grammar and spelling	Acceptable sense of critical reflection
35 - 39% Marginal Fail	Limited and/or superficial knowledge of key principles and concepts	Minimal evidence of reading	Very limited evidence of relevant application of theory, and/or empirical results	Poor presentation and structure, grammar and spelling	A poor sense of critical reflection
0- 34% Fail	Insufficient evidence of key principles and concepts	Little or no evidence of reading	No evidence of relevant application of theory, and/or empirical results	Inadequate presentation and structure, grammar and spelling	No evidence of critical reflection