



INTERNATIONAL
HOTEL SCHOOL
ONLINE

Hospitality and Tourism Marketing



ADMISSION REQUIREMENTS
National Senior Certificate
or equivalent



DURATION
5-10 hours per week,
16 weeks



CERTIFICATION
Credit bearing short learning
programme with E-Certificate and
academic transcript

Introduction

This module introduces participants to the principles and concepts of marketing management, the application thereof in the hospitality industry. It introduces strategic marketing and the marketplace, along with functional strategies that can be used to increase competitive advantage, including the tourism sector. The Module explore a deeper level of digital marketing and its applications in the hospitality industry. A fair amount of modern marketing practice is inevitably applied through digital marketing, online marketing and similar means, and therefore, this module covers relevant elements and applications by introducing those concepts to students also.

What will I learn?

- Relate the principles and practices of marketing to a marketing management perspective.
- Consumer behaviour and the factors that influence buying.
- Market segmentation, targeting and positioning in the hospitality industry.
- The process of marketing research.
- Branding concepts in relation to marketing management.
- Apply marketing communication principles.
- The ability to use digital marketing as part of a marketing plan.
- International marketing in hospitality.