



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

# Teaching Guide 2018/2019

Hospitality market and consumer  
research and management  
Master in Hospitality Management

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Hospitality Market and consumer research and management

## **Hospitality market and consumer research and management**

Module: **Marketing, sales and revenue management**

Course: **Hospitality market and consumer research and management**

Mode: **Mandatory**

Number of academic credits: **4 ECTS**

Term: **1<sup>st</sup> Term**

Lecturers: **PhD. Pilar Barra Hernández; Ms. Julia Rey**

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Lecturer office hours: **Monday, from 5:00 pm to 7:30 pm**

Module Coordinator: **PhD. Pilar Barra Hernández**

## **Course description**

Marketing is essential for any organization that wants to raise awareness about itself, its products or its services and has assumed an increasingly important role in the hospitality industry. Further knowledge about marketing will greatly assist managers in their careers and the success of the hospitality company they manage.

Revenue management helps to predict consumer demand to optimize inventory and price availability in order to maximize revenue growth. Revenue Management challenges the resources in the importance of gathering information about the market so that you can be proactive and not reactive.

## **Previous requirements**

None

## **Course objectives**

1. Recognize customer requirements, added-value products and services and the role of communications in customer satisfaction.
2. Develop the marketing mix strategy adapted to the hospitality industry.

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3. Make an accurate use of the information to divide our market and adjust your products through distribution, to the right customer at the right time and at the right price.

## Competences and learning outcomes

### General Competences

- **G1:** Acquire the ability to manage and run hotels and restoration integrated in the current work scenery.
- **G2:** Acquire advanced knowledge to answer the demands of the hotel market.
- **G3:** Develop abilities to promote and manage and continuous change. Promote abilities key to improve management and business competition.
- **G4:** Go deep in the knowledge of the different areas of hotel corporations within a global focus.

### Specific Competences

- **E.3 –** Understand and know how to apply the aspects to take into account for the trade of the hotel products as a need and opportunity for business results optimization, by applying searching tools, such as big data and digital platforms for information storing and management of tourism information.
- **E.4 –** Integrate and know how to apply the hotel Revenue Management.

## Methodology

	Hours	Contact hours	Independent study work
Lectures and seminars	18	30 (30%)	
Tutorials	6		
Assessment in class	6		
Personal study	31.5		70 (70%)
Assignments and papers	21		
Research	17.5		
<b>TOTAL</b>	<b>100</b>	<b>30</b>	<b>70</b>

## Syllabus

### I. HOSPITALITY MARKETING AND SALES

UNIT 1. Understanding the Hospitality marketing.

UNIT 2. Strategic planning.

UNIT 3. Positioning. Consumer Buying Behaviour.

UNIT 4. Hospitality Marketing Mix.

### II. REVENUE MANAGEMENT

UNIT 1. Origins and first steps of Revenue Management

UNIT 2. Aspects of Revenue Management

UNIT 3. Revenue Management Tools

## Relation to other disciplines of the study program

All subjects are interrelated.

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## Assessment system

June Call:

- **Individual work:** 70% of total grade
- **Attendance and participation:** 30% of total grade

September Call:

- **Individual work:** 70% of total grade
- **Attendance and participation:** 30% of total grade

## Bibliographic references

### Basic bibliography

KOTLER, P; BOWEN J.T; MAKENS, J. C (2010). *Marketing for hospitality and Tourism*. Pearson.  
TRANTER, K; STUAR-HILL, T (2013) *Introduction to Revenue Management for the Hospitality Industry*. Pearson.

### Complementary bibliography

KINNI, T. (2011). *Be Our Guest: Perfecting the Art of Customer Service*. Disney Institute Book.  
WALKER, J. (2013). *Introduction to Hospitality* (2013).

## Webs related

Global brands <http://interbrand.com/>

Association for consumer research [www.acrwebsite.org](http://www.acrwebsite.org)

All about selling [www.justsell.com](http://www.justsell.com)

American Market Association [www.ama.org](http://www.ama.org)

Hotel Marketing <http://www.hotelmarketing.com/>

Hospitality news <http://www.hospitalitynet.org/>

Hospitality marketing news <http://www.hotelnewsresource.com/>

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Forbes. Sales and Marketing <http://www.forbes.com/sales-marketing/#3ae338d3a6d7>

**Revenue Management:**

<http://www.leshoteliers.com/blog/>

<http://revhoteles.com/blog/>

<http://www.smarttravel.news/>

**Study recommendations**

There are not study recommendations.

**Instructional materials**

Not needed.