

MODULE DESCRIPTOR

TITLE	Critical Approaches in Hospitality Marketing, Experiences and Analytics
MODULE CODE	44-6741-00L / 44-600929
LEVEL	6
CREDITS	20
FACULTY	Sheffield Business School
DEPARTMENT	Service Sector Management
SUBJECT GROUP	Hospitality
MODULE LEADER	Alisha Ali
DATE OF APPROVAL	2 nd December 2015

MODULE AIM

To revisit core marketing principles within the contemporary hospitality context in order to provide students with the skills to explore marketing within a more critical and analytical manner and to explore the impact of new technologies.

MODULE LEARNING OUTCOMES

LO	Learning Outcome
1	To critically explore contemporary Hospitality marketing practices within the global arena.
2	To analyse the role and significance of technology and analytics within Hospitality Marketing Planning.
3	To critically analyse the role of CSR and Ethics in contemporary marketing practices.

INDICATIVE CONTENT

The content of this module is informed by three interrelated content themes. The first content theme is to reinforce the significance of the foundations of traditional marketing practice and will include marketing communications, marketing strategy including the 7 P's, CSR, relationship marketing and branding etc. The second theme concentrates on identifying the consumer, the significance of hospitality as an area of consumption and how ethical, green marketing influences buying behavior. In addition this section also explores the role and significance of globalisation and cultural differences in shaping marketing strategy. The final section explores the role of technology in marketing communications, enhancing the consumer experience, generating data and as an analytical tool.

LEARNING, TEACHING AND ASSESSMENT STRATEGY AND METHODS

The module will adopt a wide range of teaching approaches including workshops, formal lectures, seminar sessions and individual face-to-face sessions, teaching will also be supported by the use of electronic resources and global industry relevant materials.

ASSESSMENT DESCRIPTION

This module will be assessed by 2 pieces of interrelated work, the first will take the form of a practical problem based assessment (based on the development of a marketing campaign), and the second more substantive piece will be an individual analysis of an aspect of the marketing campaign presented in the first assessment. Students will receive an individual mark for the group presentation based on a peer moderation exercise.

ASSESSMENT PATTERN - TASK INFORMATION (STANDARD ASSESSMENT MODEL)

Task No.*	Description of Assessment Task	Task Weighting %	Word Count or Exam Duration**	Sub-tasks Y/N⁺	IMR[^] Y/N	Final Task Y/N
1	Group Presentation (Individually Assessed)	20%	20 Mins	N	Y	N
2	Individual Report	80%	3,500	N	N	Y

ANY ADDITIONAL REQUIREMENTS FOR THIS MODULE

None

FEEDBACK TO STUDENTS

Feedback will be provided both electronically and face-to-face.

LEARNING RESOURCES FOR THIS MODULE (hyperlink to Resource Lists Online)

<https://shu.rl.talis.com/lists/63081F39-85CB-9AD8-051C-BFECA5E31EC1.html>

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

- Tresidder, R., Hirst, C. (2012) Marketing in food, hospitality, tourism and events: a critical approach, Goodfellow Publishers, Oxford, UK.
- Ali, A., Frew, A.J. (2013) Information communication technologies and sustainable tourism, Routledge, London.
- Cross, G.S. & Proctor, R. (2014) Packaged pleasures: how technology and marketing revolutionized desire, The University of Chicago Press, Chicago.
- Sandberg, B. (2008) Managing and marketing radical innovations: marketing new technology, Routledge, London.
- Rowles, D. (2014) Mobile marketing: how mobile technology is revolutionizing marketing, communications and advertising, KoganPage, London.
- Hsu, C.H.C., Powers, T.F (2002) Marketing hospitality, J. Wiley, New York.
- Reid, R.D. & Bojanic, D.C. (2010) Hospitality marketing management, Wiley, Hoboken, N.J.

- Oh, H., Pizam, A. (2008) Handbook of hospitality marketing management, Butterworth-Heinemann, Amsterdam; London.
- Solomon, M.R., Bamossy, G.J., Askegaard, S. & Hogg, M.K. (2013) Consumer behaviour: a European perspective, Pearson, Harlow, England.
- Schiffman, L.G., Wisenblit, J. (2015) Consumer behavior, Pearson, Boston.

RESEARCH MODULES ONLY:

DOES MODULE REQUIRE APPROVAL OF FACULTY RESEARCH ETHICS COMMITTEE? NO

MODULE STUDY HOURS (KEY INFORMATION SET)

Module Study Hours - Breakdown of Hours by Type		
Scheduled Learning and Teaching Activity type*	Hours by type	KIS category
Lecture	12	Scheduled L&T
Seminar	24	Scheduled L&T
Scheduled Learning and Teaching Activities sub-total	36	
Guided Independent Study	164	Independent
Total Number of Study Hours (based on 10 hours per credit)	200	

CHECKED

Date	Reason
07/04/2016	Checked on SI - correct

REVISIONS

Date	Reason
05/05/2016	Changes to Study Hours