

Course Syllabus

- | | |
|--|---|
| 1. Program of study
Faculty/ Institute/ College | B.B.A. (Tourism and Hospitality Management)
Mahidol University International College |
| 2. Course code
Title | ICTM 311
Sales and Marketing for Travel Industry |
| 3. Number of Credits | 4 (4-0-8) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | ICTM 212 and ICTM 201 |
| 5. Type of Course | Required Course |
| 6. Session | Trimester 1, 2, 3 / Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course description

The resources and variables available in developing a successful marketing strategy in the tourism industry; market research, advertising and promotion, sales techniques, and public relations; the tourism industry distribution network, and the integrated marketing efforts of the various components of the hotel and tourism industry.

9. Objectives

After successful completion of this course, students will be able to:

- 9.1 Understand Marketing in today's world
- 9.2 Understand the relationship between sales, marketing and operation
- 9.3 Analyze the market trends
- 9.4 Design and manage marketing channels to appropriate Marketing Communication program
- 9.5 Implement suitable marketing programs as needed
- 9.6 Deliver marketing services and managing sales force accordingly

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Introduction to Sales & Marketing <ul style="list-style-type: none"> • Sales & Marketing • Sales & Operations • Sales & Marketing Management • The Marketing Plan 	2	-	4	Sriratanaviriyakul, N.
	The Marketing Communication Mix <ul style="list-style-type: none"> • Personal Selling • Advertising • Direct Mail • Public Relations • Brochures & Other Collateral • Merchandising • Special promotions 	2	-	4	
2	Hospitality Players <ul style="list-style-type: none"> • The Buyers • The Suppliers • More Suppliers 	2	-	4	
	Marketing Research <ul style="list-style-type: none"> • Applied & Pure Research • Identifying Research objectives • Locating Useful Information • Secondary data collection • Competitive Intelligence • Primary research • Quantitative research • Guest/visitor information Making effective use of questionnaires • Principles of good questionnaire design 	2	-	4	
3	Marketing Research (contd.) <ul style="list-style-type: none"> • Qualitative research • Contacting respondents • Types of questions • Sampling • Statistical modeling & computer-aided research • Interpreting & reporting • Budgeting 	2	-	4	
	<ul style="list-style-type: none"> • 2-hour QUIZ: Marketing Research 	2	-	4	

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
4	Marketing Information System <ul style="list-style-type: none"> Assessing Information Needs Developing Information Marketing Intelligence	2	-	4	Sriratanaviriyakul, N.
	Electronic Marketing: Internet Marketing, Database Marketing & Direct Marketing <ul style="list-style-type: none"> Internet Marketing Website Development Business-to-Business E-Commerce Developing a Marketing Database System Direct Marketing 	2	-	4	
5	Marketing Research Assignment Presentation <i>30-Min Presentation</i>	2	-	4	
	Marketing Research Assignment Presentation (Contd.) <i>30-Min Presentation</i>	2	-	4	
6	The Role of Marketing in Strategic Planning <ul style="list-style-type: none"> Nature of High-Performance Business Corporate Strategic Planning 	2	-	4	
	The Role of Marketing in Strategic Planning (contd.) <ul style="list-style-type: none"> Business Strategy Planning Unique Challenges of the Hotel Industry 	2	-	4	
6	Designing and Managing Integrated Marketing Communications <ul style="list-style-type: none"> Market Management Case Studies Developing Effective Marketing Communications Developing and Managing the Advertising Campaign Sales Promotion Public Relations Direct Marketing 	2	-	4	
	Designing and Managing Integrated Marketing Communications (contd.) <ul style="list-style-type: none"> Process of Planning IMC Campaign Execution In-class Group Discussion 	2	-	4	
7	2-hour QUIZ: Integrated Marketing Communication	2	-	4	
	Destination Marketing <ul style="list-style-type: none"> The Globalization of the Tourist Industry Importance of Tourism to a Destination's Economy Tourism Strategies & Investments 	2	-	4	

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
8	Destination Marketing (contd.) <ul style="list-style-type: none"> Segmenting & Monitoring the Tourist Market Communicating with the Tourist Market Organizing & Managing Tourism Marketing 	2	-	4	Sriratanaviriyakul, N.
	Professional Sales <ul style="list-style-type: none"> Sales Account Management Sales Force Objectives Sales Force Structure & Size Organizing the Sales Department Relationship Marketing & Strategic Alliances 	2	-	4	
9	Professional Sales (contd.) <ul style="list-style-type: none"> Sales Pipeline System Opening to Closing Sales Sales Evaluation 	2	-	4	
	Next Year's Marketing Plan <ul style="list-style-type: none"> Purpose of a Marketing Plan Executive Summary Corporate Connection Environmental Analysis & Forecasting Segmentation & Targeting Next Year's Objectives & Quotas 	2	-	4	
10	Next Year's Marketing Plan (contd.) <ul style="list-style-type: none"> Action Plans Resources Needed to Support Strategies & Meet Objectives Marketing Control Presenting & Selling the Plan Preparing for the Future 	2	-	4	
	Course Review	2	-	4	
11	IMC Plan Assignment Presentation <i>30-min. Presentation</i>	2	-	4	
	IMC Plan Assignment Presentation (Contd.) <i>30-min. Presentation</i>	2	-	4	
Total		44	0	88	
Final Examination					

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

11. Teaching Method (s)

- 11.1. Lectures
- 11.2. Discussion
- 11.3. In-class exercises
- 11.4. Practicum
- 11.5. Self-study

12. Teaching Media

- 12.1. LCD overhead projector
- 12.2. PowerPoint
- 12.3. Multimedia resources
- 12.4. Handouts
- 12.5. Text books

13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1 the ability in understanding Marketing in today's world
- 13.2 the ability in understanding the relationship between sales, marketing and operation
- 13.3 the ability in analyzing the market trends
- 13.4 the ability in designing and managing marketing channels to appropriate Marketing Communication program
- 13.5 the ability in implementing suitable marketing programs as needed
- 13.6 the ability in delivering marketing services and managing sales force accordingly

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Students must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Class Attendance & Participation	10%
2. In-Class Quiz	20%
3. Group Project I	20%
4. Group Project II	20%
5. Final Examination	30%
Total	100 %

14. Course evaluation

- 14.1. Students' achievement as indicated in number 13 above.
- 14.2. Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference (s)

Main Textbook

Kotler, P. , Bowen J. and Makens James (2005). *Marketing for Hospitality & Tourism*, (4th ed.).
New Jersey: Pearson Education, Inc.

Additional Readings

Dickman, S. (1999). *Tourism & Hospitality Marketing*, (1st ed.), Victoria: Oxford University Press,
Inc.

Shaw M. and Morris S. (2000). *Hospitality Sales: A Marketing Approach*, (1st ed.), New York: John
Wiley & Sons, Inc.

Iacobucci D. and Calder B. (2003). *Kellogg on Integrated Marketing*, (1st ed.), New York: John
Wiley & Sons, Inc.

Kotler, P. (2005) *FAQs on Marketing*, (1st ed.), Singapore: Marshall Cavendish Business

Bland M., Theaker A. & Wragg D. (2005). *Effective Media Relations: How to Get Results*, (3rd ed.),
London: Kogan Page Limited

Kim C. and Mauborgne Rd. (2005). *Blue Ocean Strategy: How to Create Uncontested Market Space
& Make the Competition Irrelevant*, (1st ed.), Massachusetts: Harvard Business School
Publishing

Kaden R. (2006). *Guerrilla Marketing Research: Marketing Research Techniques That Can Help Any
Business Make More Money*, (1st ed.), London: Kogan Page Limited

Welch J. and Welch S. (2005). *Winning*, (1st ed.), New York: HarperCollins Publishers, Inc.

16. Instructor (s)

Ms. Narumon Sriratanaviriyakul (Cherry)
Lecturer
Travel Industry Management Division
Mahidol University International College

17. Course Coordinator

Ms. Narumon Sriratanaviriyakul (Cherry)
Lecturer
Travel Industry Management Division
Mahidol University International College
Tel. +66 (0) 2441-4090 ext. 1010
Fax +66 (0) 2441-9745
Email icnarumon@mahidol.ac.th

18. Additional Information

Assignment 1

Marketing Research on Travel Industry

Length: Not Applicable

Due Date: TBC

Task

You are expected to make a 15-minute group oral presentation to your class and to participate in consequent discussions about the marketing research on the topic of your choice.

Your classmates will be encouraged to question you about whether you have correctly interpreted your circumstances and the result of the marketing research in coming to your conclusion.

You are supposed to work with 3-4 fellow classmates in completing both the report of the findings as well as the presentation.

Purpose

This assignment is aimed at providing you with first-hand experience of conducting a marketing research. The development of a marketing research along with presenting that information to a professional organization, are both crucial pieces of what makes a vibrant and growing professional marketer.

Preparation

Your research question may need to reflect upon your views of the current situation. However, you should also choose to read some of the references provided to frame your thinking.

You will be allowed to use the visual aid of your choice (e.g. PowerPoint) for your presentation. Speaking notes will also be allowed. You may need to choose representative(s) for presentation.

The complete reports are expected to be submitted before the first presentation starts.

Guidelines

After you have decided on your group members, submit your group names through email by the end of Session 2.

Topic and research question should also be sent to me for approval by the end of Session 5.

The period for data collection should not be less than one week.

Presentation

You do not have a specific style for the report but you may follow the paper guideline as follows.

Correct citation in a consistent format of all non-original work included in the report as well as acknowledgement of ideas contributed by others is a minimum prerequisite for attainment of a Satisfactory grade.

Your paper should be prepared in Microsoft Office Word 2002 (or equivalent) with page settings as A4 with minimum 2.54cm margins to all page edges. Text should be in a Times New Roman font, 12pt and single or 1.5 line spacing. Your Names and ID numbers should appear on the front page with the Title appear on each page, as should a page number.

The University takes a very serious view of students who present work prepared or written by someone else as if it were their own. The "someone else" could be:

- the author of a textbook, or an article in a journal or periodical
- the author of materials accessed through the Internet
- another student or friend.

Marking Criteria

- Organization of the Marketing Research 25%
 - Is there a concise, compelling Executive Summary at the beginning of the plan?
 - Is there adequate marketing research?
 - Does it appear to be sufficient (i.e. in size) and relevant to the product/service?
- Quality of Report 25%
 - Is the report presented in a way that is professional and which achieves a high level of impact?
 - Does the report convey credibility and coherence?

- Presentation Objectives 25%
 - Were the objectives of the presentation clear to the audience?

- Team Performance 25%
 - Did each team member make a valuable contribution in clarification of questions?
 - Did the team answer any questions asked by the audience clearly and effectively?
 - Did the team's presentation and response to questions demonstrate appropriate preparation, subject knowledge and common purpose?

Assignment 2

Integrated Marketing Communication Plan on Travel Industry

Length: Not Applicable

Due Date: TBC

Task

You are expected to make a 20-minute oral presentation to your class and to participate in consequent discussions about the Integrated Marketing Communication plan on the product or service of your choice.

Your classmates will be encouraged to question you about whether you have correctly interpreted your circumstances and the result in the form of the marketing plan.

You are supposed to work with 3 other fellow classmates, whom were **NOT** the same persons in your first assignment group, in completing both the report of the plan as well as the presentation.

Purpose

This assignment is aimed at providing you with first-hand experience of developing and presenting the Integrated Marketing Communication plan.

Remember, in creating the effective plan, the entire marketing mix must be integrated to deliver a consistent message and strategic positioning. (Kotler, 2003).

Preparation

In developing the marketing communication plan, you will need to analyze the current environment context. You should also choose to read some of the references provided in order to learn different marketing communication plan as they are implemented and changed according to the environment.

You will be allowed to use the visual aid of your choice (e.g. PowerPoint) for your presentation. Speaking notes will also be allowed. Both of you are required to take part in the presentation.

The complete reports are expected to be submitted before the first presentation starts.

Guidelines

You may choose to follow the 10 steps studied in class as a guideline. Appropriate communications platform will be expected depending on the chosen product/service current position on its life cycle.

A draft plan can be sent for review and comments at any time.

Presentation

You do not have a specific style for the report but you may follow the paper guideline as follows.

Correct citation in a consistent format of all non-original work included in the report as well as acknowledgement of ideas contributed by others is a minimum prerequisite for attainment of a Satisfactory grade.

Your paper should be prepared in Microsoft Office Word 2002 (or equivalent) with page settings as A4 with minimum 2.54cm margins to all page edges. Text should be in a Times New Roman font, 12pt and single or 1.5 line spacing. Your Names and ID numbers should appear on the front page with the Title appear on each page, as should a page number.

The University takes a very serious view of students who present work prepared or written by someone else as if it were their own. The "someone else" could be:

- the author of a textbook, or an article in a journal or periodical
- the author of materials accessed through the Internet
- another student or friend.

Marking Criteria

- Front matter and overall professionalism (10%):
 - a) a letter of transmittal to the client
 - b) a cover page, Table of Contents, and an executive summary
- Situation analysis (10%),
- Creative brief (25%),
- IMC executions, which includes copies of the ads or other pieces

you create (30%),

- Media plan (calendar and budget) (20%)
- Evaluation plan (5%).