

OUTCOMES BASED LEARNING MATRIX

Course: **BUSN134 – Hospitality Marketing**

Department: **Business Administration**

This course introduces the student to the role of marketing within a hospitality organization. There is major emphasis on the concept of restaurant marketing strategy as a comprehensive, integrated plan designed to meet the needs of the consumer and thus facilitate exchange. Covers techniques and practices commonly utilized by hospitality marketers in the areas of product, menu layout and design, pricing, place, promotion, strategy, and tactics. Utilizes a problem-solving approach utilizing the case study method and lecture.

Core Competencies for outcomes activities and assessment tools: Written Communication (WC); quantitative literacy (QL); Oral Communications (OC); Information Literacy (IL); Critical and Creative Thinking (CCT); Civic Engagement (CE); Integrative Learning (IG); Global Learning (GL).

COURSE OUTCOMES	OUTCOMES ACTIVITIES	ASSESSMENT TOOLS
<p>Upon completion of course, student will be competent in the following areas;</p> <ul style="list-style-type: none"> • To introduce the student to the role hospitality marketing plays in the successful operation of a hospitality organization. • To help the student identify marketing opportunities within the hospitality industry • To develop marketing strategies geared towards hotels, restaurants, events and tourism customers • Focus on Marketing trends with in the hospitality industry • To guide in career direction 	<p>Each week, the following activities will be applied in each of the classes.</p> <ol style="list-style-type: none"> 1. Reading assignment will be due for specific Chapters in their Introduction to management in the Hospitality Industry for preparation of class discussions. (IL, OC QL, GL) 2. Weekly analysis of hospitality marketing topics and trends (CT, IL, OC, GL) 3. Student will be assigned various questions, case studies, and marketing projects (CCT, IL, QL, GL, IG) 4. Student will become aware of hospitality marketing trends through videos, power point presentations, debate, discussions, and various handouts. (CCT, IL, OC, QL, WC, GL, IG) 	<ol style="list-style-type: none"> 1. Students will be tested weekly on specific hospitality marketing topics. (WC, GL, IL, CCT) 2. Students will be critiqued in the following areas: <ol style="list-style-type: none"> 1. Exams 2. Homework and Assignments 3. Attendance and participation 4. Case Studies 5. Final Exam (WC, GL, IL, CCT)