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HMGT 4702: Hospitality Services Marketing & Management, Course Outline

Ellen (Heejun) Kim

New York City College of Technology, CUNY

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NEW YORK CITY COLLEGE OF TECHNOLOGY, CUNY
DEPARTMENT OF HOSPITALITY MANAGEMENT

COURSE OUTLINE

COURSE #: HMGT 4702 COURSE TITLE: Hospitality Services Marketing & Management
CLASS HOURS: 3 LAB HOURS: 0 CREDITS: 3

1. COURSE DESCRIPTION

Relationship among the various components of the hospitality industry and the markets it serves. Study of the corporate mission, goals, vision statement, company history, customer perception, environment and social factors as influences on profitability; techniques for analyzing business, strategy formation and implementation.

2. COURSE OBJECTIVES

Upon completion of HMGT 4702, students will be able to

- a. Demonstrate the unique characteristics of service marketing.
- b. Identify and describe various marketing strategies that are employed in today's successful service enterprises.
- c. Identify and analyze strategic elements of service marketing and their impact on revenue and profitability.
- d. Analyze and explain current service marketing and management issues.
- e. Demonstrate an understanding of industry specific key language and concepts.

3. STUDENT LEARNING OUTCOMES and ASSESSMENT

Student Learning Outcomes	Method of Assessment
a. Identify and summarize the distinctive characteristics of service marketing and management (HMGT: Knowledge; Gen Ed: Skill)	Class participation, case study and current event analysis, exam
b. Recognize and paraphrase the relationship between the internal workplace environment and customer satisfaction (HMGT: Knowledge; Gen Ed: Integration)	Class participation, case study and current event analyses, exam
c. Identify and exemplify the three physical dimensions of a service environment (HMGT: Knowledge, Skills; Gen Ed: Integration)	Project
d. Compare, contrast, and analyze hospitality website elements to personal experience (HMGT: Knowledge, Skills; Gen Ed: Integration)	Project
e. Define and describe service industry language and concepts (HMGT: Knowledge; Gen ED: Knowledge, Integration)	Class participation, exam

4. PREREQUISITES

HMGT 3501, HMGT 3502, HMGT 3602

5. TEXT

- Required readings from current literature, web-based activities and case studies are posted on Open Lab (www.openlab.citytech.edu/hmgt4702).
- Additional study materials – including Certified Digital Hospitality Marketer (CDHM) Study Materials – and webinars will be assigned weekly from Hospitality Sales and Marketing International (HSMIAI) website (<http://www.hsmiai.org/career/content.cfm?ItemNumber=5039&navItemNumber=5040#2>)

6. GRADING SYSTEM

Grade Breakdown	Percentage
Participation (Homework, In-class Discussion & Activity, etc.)	15%
This Week in the Twitterverse (2 Postings & Comments each week)	10%
Project: Servicescaping (INDV.)	
Report: Website Servicescaping	25%
Presentation: Enterprise Servicescaping	25%
Final Exam (Comprehensive Essays)	25%
Total	100%

Achievement Score Calculation:

Achievement score = (All points earned) ÷ (Total possible points) × 100. Round off to the first digit after the decimal point. For example, 95.57 ⇒ 95.6 (A grade); 91.94 ⇒ 91.9 (A- grade); 81.95 ⇒ 82.0 (B- grade); 65.64 ⇒ 65.6 (D grade); 51.94 ⇒ 51.9 (Fail).

- No curve will be applied to the final grade.
- No “Incomplete” grade will be given for this course.
- A grade of ‘WU’ (unofficial withdrawal with penalty) will be assigned if you do not complete course requirements.
- Discussion of grades will be done during my office hours.

7. DISABILITY, LANGUAGE, AND OTHER ACCOMMODATIONS

If you have, or suspect you may have, any type of disability or learning problem that may require extra assistance or special accommodations, please speak to me privately after class or during my office hours as soon as possible so I can help you obtain any assistance you may need to successfully complete this course. If you need any accommodations for this course, please contact The Center for Student Accessibility at 718-260-5143. Additionally, students should consult with the instructor as far in advance as possible if intending to request special accommodations of any type.

WEEKLY COURSE OUTLINE

COURSE #: HMGT 4702 COURSE TITLE: Hospitality Services Marketing & Management

WEEK 1

- Introduction to services marketing
- Distinctive characteristics of service
- Product versus service manufacturing and management Introduction to “The Service Profit Chain” model

WEEK 2

- Consumer behavior in service encounters
- The decision-making process in purchasing products and services Introduction to demographics psychographics
- Overview of *servicescapes* based on the Bitner model

WEEK 3

- Assessing market position
- Positioning services in competitive markets Repositioning and rebranding
- Customer perceptions of value

WEEK 4

- Pricing and revenue management Yield management
- Seasonality of business
- Introduction to market segmentation

WEEK 5

- Designing service processes
- Understanding and managing service failure Service standards
- Service training
- Service recovery strategies Employee empowerment

WEEK 6

- Balancing demand and capacity
- The role of advertising in services marketing and management The role of public relations in services marketing and management Press releases

WEEK 7

- Midterm exam

WEEK 8

- Web-based marketing
- Analyzing website effectiveness and user-friendliness Social media
- Accessing and analyzing on-line customer feedback

WEEK 9

- Managing people for service advantage Employees as brand agents Interviewing techniques
- Abstract questioning Situational vignettes

WEEK 10

- Managing relationships and building loyalty Customer loyalty programs

WEEK 11

- The role of trust and the perceived risk in purchasing services Brand recognition and power

WEEK 12

- Customer feedback and continuous improvement Service quality assessment
- Improving service quality and productivity Lines employees and problem-solving
- Strategies and tools for continuous improvement

WEEK 13

- Managing change Identifying trends Planning for the future
- Developing products and services in response to emerging change

WEEK 14

- Characteristics of service leadership
- Hospitality service leaders of the past, present and the future

WEEK 15

- Final exam

WEEKLY COURSE OBJECTIVES

COURSE #: HMG 4702 COURSE TITLE: Hospitality Services Marketing & Management

The student will be able to...

WEEK 1

Identify the unique characteristics of service marketing and management Define intangibility, heterogeneity, simultaneity, and perishability Explain how marketing integrates with other organizational functions Identify and explain each of the links on the "Service Profit Chain" model

WEEK 2

List the multiple steps in the purchasing of services process Identify and explain the common and unique expectations of service Compare and contrast customer expectations based on demographic and psychographic data Explain the three elements of the Bitner *servicescapes* model

WEEK 3

Define and discuss branding strategies Comprehend and explain the basic components in performing competitive analyses Apply the s.w.o.t. analysis to a service enterprise

WEEK 4

Explain the differences between cost-based pricing and value-based pricing Identify the objectives for setting prices Discuss seasonality of business as it relates to various divisions within the hospitality industry Identify and explain the basic elements in forecasting business Provide examples of how hotel marketers respond to lull periods effectively Provide examples of how restaurant operators respond to lull periods effectively Identify weekly, monthly and seasonal fluctuations in demand in various segments of the Hospitality industry

WEEK 5

Demonstrate the application of service blueprinting Identify service experiences where the customer is co-producer Discuss the realities and potential futures of self-service systems and other new or emerging technologies affect service expectations and experiences in the hospitality industry List and define the six steps of the service recovery model Provide examples of effective service recovery scenarios Comprehend and explain tangible and intangible forms of atonement

WEEK 6

Explain how demand can be managed effectively

Demonstrate how demand and the perception of value can be created through effective advertising and public relations strategies

Review past and current effective advertising and public relations campaigns identifying significant characteristics in examples provided

WEEK 7

Midterm

Demonstrate comprehension of key language and concepts discussed throughout the semester by passing the midterm exam

WEEK 8

Understand the role social media has in developing and executing effective marketing strategies Identify and discuss the various technologies and websites customers use in assessing value Identify and discuss the various technologies and websites customer use in making purchases Discuss, compare and contrast the overall effectiveness of websites between competing enterprises within different segments of the hospitality industry Exemplify how hospitality enterprises harness feedback from social media

WEEK 9

Explain the relationship between human resources and customer management objectives Apply “The Service Profit Chain” model to an existing service enterprise

Create and respond to effective abstract questions Create and respond to effective situational vignettes

WEEK 10

Identify five popular loyalty building programs and explain the strategic elements in their design Compare and contrast the attributes of loyalty programs between competing enterprises within the hospitality industry

WEEK 11

Define and list the four elements of an effective service guarantee

Explain the value of service guarantees to both the organization and to the customer Identify and create a service guarantee incorporating four attributes of effectiveness

Compare and contrast existing service guarantee in various segments of the hospitality industry

WEEK 12

Identify and explain three effective tools designed for quality improvement Identify the attributes of an effective focus group

Identify the various purposes of the mystery shopper

Identify and explain the inspection process of a mystery shopper in evaluating hospitality services, employees and operations

WEEK 13

Identify and discuss significant trends affecting the hospitality industry List four trends in the lodging, cruise, airline, and restaurant industry

WEEK 14

Identify and explain each of Lovelock's "Four Levels of Service Performance"
Describe, compare and contrasts the attributes of service leaders within the hospitality industry

WEEK 15

Final exam

Demonstrate comprehension of key language and concepts discussed throughout the semester by passing the final

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