HOSPITALITY MARKETING AND PROMOTION — SMGT 1176

A. Course Description
   - **Credits:** 3.00
   - **Lecture Hours/Week:** 3.00
   - **Lab Hours/Week:** 0.00
   - **OJT Hours/Week:** 0
   - **Prerequisites:** None
   - **Corequisites:** None
   - **MnTC Goals:** None

This course provides an applied focus that blends the study of marketing with consumer behavior. Students will explore the power of sourcing market information and researching trends for the purpose of influencing consumer behavior. The curriculum focuses on the promotion of a fictional hospitality product, venue or event, using applications that integrate business and social media to create a campaign that delivers results. Prerequisites: None.

B. Course Effective Dates: 8/21/17 – Present

C. Outline of Major Content Areas
   1. Implementing the campaign
   2. Influencing the consumer decision
   3. Locating market information and trends
   4. Market segmentation and customization strategies
   5. Planning an integrated campaign
   6. Understanding the consumer decision-making process

D. Learning Outcomes
   1. Explore influences that contribute to consumer decision making and strategies that impact consumer travel and tourism behavior
   2. Practice creating an integrated marketing campaign for a fictional hospitality product/venue/event by creating a campaign that incorporates
   3. Recognize relationship between market segmentation and development of marketing strategies
   4. Recognize sources of market information and research trends

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
F. Learner Outcomes Assessment
   As noted on course syllabus

G. Special Information
   None noted