



## I. INFORMACIÓN GENERAL

<b>CURSO</b>	:	Hospitality and Tourism Marketing
<b>CÓDIGO</b>	:	HO125
<b>CICLO</b>	:	201901
<b>CUERPO ACADÉMICO</b>	:	<b>Vizarreta Vilcarromero, Walter Manuel</b>
<b>CRÉDITOS</b>	:	3
<b>SEMANAS</b>	:	16
<b>HORAS</b>	:	3 H (Teoría) Semanal
<b>ÁREA O CARRERA</b>	:	Hoteleria y Administracion

## II. MISIÓN Y VISIÓN DE LA UPC

Misión: Formar líderes íntegros e innovadores con visión global para que transformen el Perú.

Visión: Ser líder en la educación superior por su excelencia académica y su capacidad de innovación.

## III. INTRODUCCIÓN

It is a Hospitality and Administration program-specific course of a theoretical and practical nature, aimed at six-term students. This course is designed for students to gain an understanding of contemporary marketing practices and philosophies. The students will gain an understanding of marketing processes both in theory and application. The role and importance of marketing will be appraised within the framework of both product manufacturers and service industries.

During the semester, students will explore key concepts and functions of marketing and will be asked to apply these to a range of business contexts. On this course students will develop the necessary expertise in marketing to design and execute proficient marketing strategies and tactics improving thus companies and organizations commercial performances. The course seeks to develop following specific competencies: Planning and Control N2, Information management N2.

## IV. LOGRO (S) DEL CURSO

At the end of the course, students will be able to apply concepts and functions of marketing to a range of business, particularly, within tourism and hospitality industry.

Competences: Planning and Control

Achievement Level:2

Definition: Formulate business plans in the hospitality industry based on the information and data collected from the industry environment.

Competences: Information Management

Level: 2

Definition: Recognize trends and interpret organizational data to develop the most effective business strategies

for the hospitality industry.

#### COURSE LEARNING OUTCOMES (ACPHA)

- Understand the marketing concept and different processes and how marketing is focused on the customer.
- Analyze the market segmentation, potential customers, their characteristics as well as their needs and demands.
- Analyze and assess marketing information to gain customer insights and establish customer oriented decision-making processes.
- Recognize how different types of marketing strategies can be used to build competitive advantage.
- Apply the principles and tools of modern marketing in the hospitality and tourism industry, through the management of available resources, taking in consideration environment factors.
- Recognize the importance of competitive positioning and define strategic procedures to enhance profit and productivity.

#### V. UNIDADES DE APRENDIZAJE

<b>UNIDAD N°: 1 CONCEPTS AND PRINCIPLES OF MARKETING</b>
<p><b>LOGRO</b> Upon completion of this unit, the student evaluates how current concepts and principles of marketing are applied.</p> <p>Competences: Planning and Control N2, Information management N2</p> <p><b>TEMARIO</b> MAIN CURRICULAR TOPICS: Week 1: Course overview. Core concepts: what is marketing; marketing processes</p> <p>Learning activities Lectures. Cases, examples and active class participation. Q&amp;A</p> <p>Bibliography Marketing Philip Kotler Gary Armstrong 658.8 KOTL/V 2012</p> <p>Week 2: Understanding the marketplace: customer needs, wants and demands, marketing philosophies</p> <p>Learning activities Lectures. Cases, examples and active class participation. Q&amp;A</p> <p>Bibliography</p>

Marketing de servicios

Valarie A. Zeithaml Mary Jo Bitner; Dwayne D Gremler

658.812 ZEIT 2009

Week 3:

Designing a customer driven marketing strategy

Learning activities

Lectures. Cases, examples and active class participation. Q&A

Learning evidence

PC 1: Individual written test.

Quiz 1 about topics of week 1 and 2.

Bibliography

Marketing de servicios

Valarie A. Zeithaml Mary Jo Bitner; Dwayne D Gremler

658.812 ZEIT 2009

**HORA(S) / SEMANA(S)**

WEEKS 1,2 y 3

## **UNIDAD N°: 2 MARKETING PRACTICES IN THE 21ST CENTURY**

### **LOGRO**

Upon completion of this unit, the student explains selected marketing practices in the 21st century.

Competences: Planning and Control N2, Information management N2

### **TEMARIO**

MAIN CURRICULAR TOPICS:

Week 4:

The marketing environment: micro environment; macro environment, responding to the marketing environment.

Learning activities:

Lectures. Cases, examples and active class participation. Q&A

Bibliography

Marketing

Philip Kotler Gary Armstrong

658.8 KOTL/V 2012

Week 5:

The marketing environment: micro environment; macro environment, responding to the marketing environment.

Learning activities

Lectures. Cases, examples and active class participation. Q&A

**Bibliography**

**Marketing**

Philip Kotler Gary Armstrong

658.8 KOTL/V 2012

**Week 6:**

Managing marketing information to gain customer insights: Assessing marketing information needs, Marketing research, Analyzing and using marketing information Consumer markets: consumer behavior and decision making process.

**Learning activities**

Lectures. Cases, examples and active class participation. Q&A

**Bibliography**

**Marketing**

Philip Kotler Gary Armstrong

658.8 KOTL/V 2012

**Week 7:**

Managing marketing information to gain customer insights: Assessing marketing information needs, Marketing research, Analyzing and using marketing information Consumer markets: consumer behavior and decision making process.

**Learning activities**

Lectures. Cases, examples and active class participation. Q&A

**Bibliography**

**Marketing**

Philip Kotler Gary Armstrong

658.8 KOTL/V 2012

**Week 8: Mid Term exam**

**HORA(S) / SEMANA(S)**

WEEKS 4 ,5, 6, 7 y 8

**UNIDAD N°: 3 CUSTOMER DRIVEN MARKETING STRATEGY**

**LOGRO**

Upon completion of this unit, the student analyzes elements of core strategy identifying and using the adequate frameworks and tools.

Competences : Planning and Control N2, Information management N2

**TEMARIO**

**MAIN CURRICULAR TOPICS:**

**Week 9:**

Market segmentation, targeting, differentiation and positioning

**Learning activities**

Lectures. Cases, examples and active class participation. Q&A

Bibliography  
Marketing  
Brian Tracy author

Electronic resource

Week 10:  
Competitive strategy: Porter; competitor analysis; competitive strategies

Learning activities  
Lectures. Cases, examples and active class participation. Q&A.  
Check list to identify the functional areas of a hotel.

Week 11  
Relationship marketing: relationship levels, customer relationship management (CRM).

Learning activities  
Lectures. Cases, examples and active class participation. Q&A.

Learning evidence  
PC2: Individual written test.  
Quiz 2 about topics of week 9 and 10.

**HORA(S) / SEMANA(S)**  
Weeks 9,10 y11

#### **UNIDAD N°: 4 PRODUCT AND BRANDING STRATEGIES**

##### **LOGRO**

Upon completion of this unit, the student prepares a marketing plan using proficiently all frameworks and tools learned, analyzed and discussed in the semester.

Competences: Planning and Control N2, Information management N2

##### **TEMARIO**

###### **MAIN CURRICULAR TOPICS:**

Week 12:  
Product and branding strategies: product decisions; building strong brands. New- product development and product life-cycle strategies. Services: marketing strategies for services

Learning activities  
Searches in mobile devices

Bibliography  
Marketing  
Roger A. Kerin Steven William Hartley; William Rudelius  
658.8 KERI 2011

Week 13:

Pricing. Integrated marketing communications: promotion mix, advertising, PR., sales promotion, personal selling, direct marketing. Effective communication: target audience; message design; media choice.

Learning activities

Searches in mobile devices. Debate on trends in the hospitality industry

Bibliography

Marketing

Roger A. Kerin Steven William Hartley; William Rudelius  
658.8 KERI 2011

Week 14:

The Global Marketplace.

Learning activities

Student groups presentations

Learning evidence

TA1: Power Point Presentation Final Group Case of Solution of an assigned case (similar to those discussed and solved in classes).

Bibliography

Marketing

Roger A. Kerin Steven William Hartley; William Rudelius  
658.8 KERI 2011

Week 15:

Final Project presentations

Learning activities

Student groups presentations

Learning evidence

TF1: Power Point Presentation Final Group Project. Marketing Plan for a Tourist Service Company.

Bibliography

Marketing

Roger A. Kerin Steven William Hartley; William Rudelius  
658.8 KERI 2011

Week 16: Final exam

**HORA(S) / SEMANA(S)**

Weeks 12, 13,14, 15 y 16

## VI. METODOLOGÍA

The Educational Model of the UPC ensures an integral training, whose pillar is the development of competencies, which are promoted through a teaching-learning process where the student plays an active role in his learning, building it from the reflection critical analysis, discussion, evaluation, exposure and interaction

with peers, and connecting it with their previous experiences and knowledge. Therefore, each session is designed to offer the student various ways to appropriate and apply new knowledge in real or simulated contexts, recognizing the importance that has for his professional success.

This course consists of weekly lectures and cases analysis. During these sessions all students are expected to be present. Students will apply the principles, theory, frameworks and tools, covered in class to cases, exercises and assignments. To gain the most benefit from the sessions, students will need to adopt an ¿active¿ role by reading references and examining relevant library material prior to the lecture, participating in cases debates and conducting group presentations when required (case solutions, Final Case Project and Final Group Project). The student must devote at least four hours for research and development of complementary activities to the week outside of class time.

## VII. EVALUACIÓN

### FÓRMULA

10% (PC1) + 20% (EA1) + 10% (PC2) + 10% (TA1) + 30% (TF1) + 20% (EB1)

TIPO DE NOTA	PESO %
PC - PRÁCTICAS PC	10
EA - EVALUACIÓN PARCIAL	20
PC - PRÁCTICAS PC	10
TA - TAREAS ACADÉMICAS	10
TF - TRABAJO FINAL	30
EB - EVALUACIÓN FINAL	20

### VIII. CRONOGRAMA

TIPO DE PRUEBA	DESCRIPCIÓN NOTA	NÚM. DE PRUEBA	FECHA	OBSERVACIÓN	RECUPERABLE
PC	PRÁCTICAS PC	1	week 3	Evidence of learning: Individual written test. Evaluated competence: Planning and Control, Information management. Individual Quiz.	NO
EA	EVALUACIÓN PARCIAL	1	week 8	Evidence of learning: Individual written test. Evaluated competence: Planning and Control, Information management. Individual Exam.	NO
PC	PRÁCTICAS PC	2	week 11	Evidence of learning: Individual written test. Evaluated competence: Planning and Control, Information management.	NO
TA	TAREAS ACADÉMICAS	1	week 14	Evidence of learning: Power Point hand in and support. Evaluated competence: Planning and Control, Information management. Group Assignment.	NO
TF	TRABAJO FINAL	1	week 15	Evidence of learning: Power Point hand in and support. Evaluated competence: Planning and Control, Information management. Group Assignment.	NO
EB	EVALUACIÓN FINAL	1	week 16	Evidence of learning: Individual written test. Evaluated competence: Planning and Control, Information management. Individual Quiz.	NO

### IX. BIBLIOGRAFÍA DEL CURSO

[https://upc.alma.exlibrisgroup.com/leganto/readinglist/lists/4377975600003391?institute=51UPC\\_INST&auth=LOCAL](https://upc.alma.exlibrisgroup.com/leganto/readinglist/lists/4377975600003391?institute=51UPC_INST&auth=LOCAL)