

Module Descriptor

Definitive Document

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| Module Code | HTMC02 |
| Version | (completed by QASU) |
| Module Title | Marketing and Digital Media for Hospitality, International Tourism, and Events Management |
| Credits | 20 |
| Valid From | (completed by QASU) |
| Status | Proposed |
| Subject Board | (completed by QASU) |
| HECoS Code | 101215 |
| Academic Level (FHEQ) | 4 |
| Study Period | 1 |
| Prerequisites and co-requisites | None |
| Not available to students taking/having taken | N/A |

Content (Indicative)

- Develop an understanding of the nature, role and importance of digital marketing in Hospitality, International Tourism, and Events Management, drawing on a variety of theories and perspectives
- Make students aware of the changed consumer behaviour because of digital media and the tools marketers can use to engage with potential and existing consumers
- Be aware of current and future challenges and opportunities Hospitality, International Tourism, and Events Management organisations may face in terms of marketing in the digital environment
- Write a marketing plan, develop a new campaign, and to create posts for various social media channels
- Environmental awareness of tour operators, responsible tourism, effect of economy and other external factors.

Teaching and Learning Experience

Lectures
 Seminars
 1-2-1 tutorials
 Guided Independent Study

Students will be able to access on-line materials through the College virtual learning environment.

Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Discuss the underlying principles and perspectives of digital marketing and social media in Hospitality, International Tourism, and Events Management
2. Demonstrate a critical understanding of the impacts of digital marketing in creating value propositions for customers and competitive advantage for Hospitality, International Tourism, and Events Management organisations
3. Identify the challenges and opportunities the tourism, hospitality, and events management industry faces in the digital/social media age
4. Demonstrate practical skills in using and integrating new media technologies and planning future marketing strategies for Hospitality, International Tourism, and Events Management

Assessment

| Assessment Task | Weighting | Module Learning Outcomes Assessed |
|------------------------|------------------|--|
| Group Podcast | 50% | 1, 2, 3 |
| Marketing Plan | 50% | 4 |

Indicative reading (APA 7th edition referenced)

Core texts:

Digital marketing. Chaffey, Dave,, Ellis-Chadwick, Fiona,, Eighth edition /, Harlow, England, Pearson, 2022.,

Digital Marketing. Ellis-Chadwick, Fiona, Pearson, 2022.