

Alfred Nobel Open Business School Switzerland

Title	Hospitality and Tourism Marketing Strategies
Unit purpose aim(s)	This unit covers developing marketing strategies, and critically evaluating and marketing communication strategies for hospitality and tourism organisations
URN	A/505/2794
Unit Code	HTMS
Level	7
Credit value	30
GLH	90
Learning outcomes	Assessment criteria
When awarded credit for this unit, a student will	Assessment of this learning outcome will require a student to demonstrate that they can:
1 Develop marketing strategies for hospitality and tourism organisations	<p>1.1 Critically evaluate marketing strategies in the hospitality or tourism sector</p> <p>1.2 Assess the role of network and customer relationship marketing strategies for hospitality or tourism organisations</p> <p>1.3 Recommend marketing and customer loyalty strategies for a hospitality or tourism organisation</p>
2 Critically evaluate marketing communication strategies for hospitality and tourism organisations	<p>2.1 Explain how marketing communications can be used to develop brand identity strategies</p> <p>2.2 Assess the effectiveness of e-marketing, viral and guerrilla marketing strategies within hospitality or tourism organisations</p> <p>2.3 Recommend and justify marketing communication strategies for a hospitality or tourism organisation</p>