

Alfred Nobel Open Business School Switzerland

Title	Marketing Strategies for Hospitality and Tourism	
Unit purpose and aim(s)	MSHT Students will develop the ability to contribute to the strategic marketing of Hospitality and Tourism Organisations and products through critical understanding of the strategic issues affecting and informing marketing strategy in the industry sectors. Students will be able to demonstrate a clear understanding of the role that public relations plays in implementing marketing strategy and communicating with Hospitality and Tourism Organisations' key stakeholders.	
URN	J/503/6114	
Unit Code	MSHT	
Level	6	
Credit value	25	
GLH	105	
Learning outcomes	Assessment criteria	
When awarded credit for this demonstrate unit, a student will:	Assessment of this learning outcome will require a student to that they can:	
1. Contribute to the development of market strategies for Hospitality and Tourism Organisations	1.1 Critically evaluate the role of relationship marketing in strategy and	1.2 Critically evaluate the role of branding in marketing strategy
		1.3 Discuss the impacts of technology on marketing strategy for Hospitality and Tourism Organisations
2. Critically evaluate how public relations can contribute to marketing strategy for Hospitality and Tourism Organisations	2.1 Discuss the role public relations plays in marketing strategy for Hospitality and Tourism Organisations	
	2.2 Appraise public relation's tactics in the context of marketing strategies for Hospitality and Tourism	