



Course Category	Business			
Course Title	AHLEI Marketing in the Hospitality Industry			
Course Code	BS033			
Medium of Instruction	Cantonese			
Duration	42.0 hour(s)			
Course Fee	Macao Resident: MOP5,380 Non-Macao Resident: MOP5,380			
Certificate	Students who have obtained an overall passing grade of the course and met the attendance requirement will be issued a course certificate by UTM and a certificate by AH&LEI. The passing grade for the course is based on the grading system set by AH&LEI			
	Course Code	Sub Code	Course Start Date	Course End Date
	BS033	2401	2024/04/30	2024/06/18
Objective	At the completion of this course, students should be able to gain some relevant basic marketing knowledge and skills in the hospitality industry.			
Outline	<ul style="list-style-type: none">• Understanding the hospitality industry• Market segmentation and the hospitality industry• Positioning in line with consumer preferences• The channels of distribution• Marketing in perspective• Applying Key Marketing Methodologies:<ul style="list-style-type: none">o Marketing researcho Saleso Customer Serviceo Advertisingo Public relationso Promotionso Database marketingo Electronic marketingo Packagingo Collateral Materials and Promotional Supporto Understanding Rates and Fareso Pricing Strategieso Revenue maximization• Practical Ways to Maximize Marketing• The Marketing Budget• The Hotel/ Unit Marketing Plan• The Corporate/ Multi-Unit Marketing Plan• Marketing and the Law• Marketing Operations and Research• The Strategic Marketing Plan			
Teacher	Please refer to the schedule			