

Course Title: **Hospitality Marketing Research**

Course Code: **HOSP803**

Descriptor Start Date: **01/01/2025**

POINTS: **15.00**

LEVEL: **8**

PREREQUISITE/S:

COREQUISITE/S:

RESTRICTION/S:

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

Examines the contemporary marketing issues that hospitality and tourism organisations confront when dealing with internal customers to ensure quality services and dealing with external customers. This course aims to help students develop the critical research skills that can be used to evaluate the quality of research in the literature and translate research problems into a research design.

LEARNING OUTCOMES

1. Interpret and critically evaluate relevant hospitality and tourism marketing literature
2. Evaluate data analysis techniques, research results and research implications in the hospitality and tourism marketing literature
3. Identify and evaluate contemporary research issues in the hospitality and tourism marketing literature
4. Develop a conceptual framework along with theoretical hypotheses.
5. Translate research problems into a research design.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

Topics may include:

- Hospitality and tourism industry and roles of marketing
- How to evaluate the quality of research
- Internal customers – organisation behaviour
- External customers – consumer behaviour
- Nature of the product – service
- Marketing in the digital environment
- Marketing Communication

LEARNING & TEACHING STRATEGIES

Learning activities will include in-class seminars and discussion based on individual readings of the assigned journal articles.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Article critique	35.00	1, 2, 3
Leading a seminar	15.00	1, 2, 3
Research proposal	50.00	1, 2, 3, 4, 5

Grade Map

MAP1

A+ A A- Pass with Distinction
B+ B B- Pass with Merit
C+ C C- Pass
D Fail

Overall requirement/s to pass the course:

Obtain a final minimum overall C- grade in the course.

LEARNING RESOURCES

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For further information, contact: Te Ara Kete Aronui - Faculty of Culture & Society

Principal Programme: AK1058, Master of International Hospitality Management

Related Programme/s: AK3747, AK1283, AK3748, AK1057, AK2016, AK2015, AK3696

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