



**INTERNATIONAL QUALIFICATIONS
AND ASSESSMENT CENTRE (IQAC)**



Programme	Level 4 Extended Diploma in Tourism & Hospitality	
Unit Number/ Unit Title	Unit 5 Marketing and Promotion in Tourism and Hospitality	
Cohort Code:	L04MPT-U5	
Unit Level	Level 4	
Total Credits/Hours	Total qualification time 200/ Total Guided learning hours 90/ Self-guided learning hours 110	
Credits	20 CATS/ 10 ECTS	
Lecturer		
Start Date		End Date

Unit Aims	This module introduces learners to the principles of marketing in the tourism and hospitality industries, with a focus on digital and social media strategies. It equips learners with skills to develop, apply, and evaluate marketing campaigns that influence consumer behaviour.	
Differentiation Strategies <i>(e.g. planned activities or support for individual learners according to their needs)</i>	Various approaches to addressing the various identified students' needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none">1. Progressive tasks2. Digital resources3. Verbal support4. Variable outcomes5. Collaborative learning6. Ongoing assessment7. Flexible-pace learning	
Equality & Diversity	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.	

Safeguarding & Prevent	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
Health & Safety	SIRM H&S policies will be maintained.
Learning Resources	Teaching and Learning Materials
	<ul style="list-style-type: none"> • Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2017). Marketing for Hospitality and Tourism (7th ed.). Pearson. • Morrison, A. M. (2021). Hospitality and Travel Marketing. Cengage. • Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing (7th ed.). Pearson. • Hudson, S., & Hudson, L. (2013). Marketing for Tourism, Hospitality & Events: A Global & Digital Approach. Sage. • Google Digital Garage (Online). Fundamentals of Digital Marketing.

Learning Outcome (The learner will be able to)	Assessment Criteria (The learner can:)
LO1. Understand key marketing concepts for tourism and hospitality.	1.1 Define the marketing mix and its application. 1.2 Identify segmentation, targeting, and positioning strategies.
LO2. Analyse consumer behaviour in tourism and hospitality.	2.1 Explain decision-making processes of travellers and guests. 2.2 Assess the influence of social, cultural, and economic factors.
LO3. Use digital tools to enhance marketing strategies.	3.1 Evaluate the role of websites, social media, and mobile apps in marketing. 3.2 Apply digital marketing tactics to promote tourism and hospitality products.
LO4. Create a marketing campaign for a tourism/hospitality brand.	4.1 Design a marketing plan with digital and offline components. 4.2 Justify chosen media platforms and strategies based on audience analysis.
LO5. Measure marketing performance.	5.1 Identify KPIs for tourism/hospitality marketing. 5.2 Recommend improvements based on campaign analytics.

No	Topic	Learning Outcomes for Each Topic	Which assessment criteria does the session relate to?	Day/month/year/signature
1	Introduction to Marketing in Tourism and Hospitality	Understand the role of marketing in the success of tourism and hospitality businesses.	LO1	
2	The Marketing Mix (7Ps) in Tourism and Hospitality	Explore the components of product, price, place, promotion, people, process, and physical evidence.	LO1	
3	Market Segmentation, Targeting, and Positioning	Learn how to identify and target specific customer groups in tourism and hospitality.	LO1	
4	Branding and Brand Identity in Tourism and Hospitality	Understand how to create a distinctive brand image and experience.	LO1	
5	Destination Marketing and Place Branding	Analyze marketing strategies used by cities, regions, and countries to attract tourists.	LO1	
6	Introduction to Consumer Behaviour in Tourism and Hospitality	Define consumer behaviour and its relevance to marketing decision-making.	LO2	
7	Factors Influencing Travel and Hospitality Decisions	Explore psychological, social, and cultural influences on consumer choices.	LO2	
8	The Customer Journey and Touchpoints	Analyze the stages of the customer journey and how experiences shape perception.	LO2	

9	Motivation and Decision-Making in Travel	Examine push and pull motivations that drive travel choices.	LO2	
10	Consumer Trends: Experience Economy, Wellness Travel, and Personalization	Identify emerging consumer preferences and behaviors in the modern tourism landscape.	LO2	
11	Introduction to Digital Marketing	Understand the scope and benefits of using digital tools in hospitality marketing.	LO3	
12	Search Engine Optimization (SEO) and Search Engine Marketing (SEM)	Learn techniques to increase online visibility for tourism and hospitality businesses.	LO3	
13	Social Media Platforms and Content Strategy	Explore how to develop and manage brand presence on platforms like Instagram, TikTok, and Facebook.	LO3	
14	Influencer Marketing and User-Generated Content	Use third-party voices and guest reviews to enhance brand credibility.	LO3	
15	Email Marketing and Direct Communication	Design targeted campaigns using email marketing tools and customer databases.	LO3	
16	Midterm	Midterm assessment covering all learning outcomes (theory and practical elements)	LO1, LO2, LO3	
17	Website Design and Online Booking Experience	Evaluate the importance of user-friendly and conversion-focused websites.	LO3	

18	Planning a Marketing Campaign: Goals, Audience, and Budget	Define campaign objectives and identify key audience segments and resources.	LO4	
19	Developing Creative Content and Promotional Messages	Craft marketing content tailored to brand tone, target audience, and channels.	LO4	
20	Channel Selection: Offline and Online Promotion Mix	Choose appropriate promotional tools based on the target audience and product.	LO4	
21	Timelines, Resources, and Roles in Campaign Management	Plan execution steps, assign responsibilities, and manage timelines.	LO4	
22	Crisis Communication and Reputation Management	Understand how to maintain brand image during service failures or public criticism.	LO4	
23	Designing Visual and Video Content for Hospitality Brands	Apply visual design principles to create compelling brand assets.	LO4	
24	Key Performance Indicators (KPIs) in Tourism Marketing	Identify and use metrics such as ROI, conversion rate, and engagement rate to evaluate success.	LO5	
25	Using Google Analytics and Social Media Insights	Learn how to use analytics tools to track and interpret campaign data.	LO5	
26	Customer Feedback and Review Monitoring	Measure customer satisfaction and brand perception through review platforms.	LO5	
27	Case Studies of Successful Tourism Marketing Campaigns	Analyze real-world examples and assess what made them effective.	LO4, LO5	

28	Student Presentations: Marketing Campaign Proposals	Present and defend a self-developed marketing campaign with justifications and metrics.	LO4, LO5	
29	Final Reflection and Integration: Marketing in the Future of Hospitality and Tourism	Reflect on key concepts, skills gained, and future trends in tourism marketing.	LO1 – LO5	
30	Final Exam Preparation & Review			
31	Final Exam			