## Diploma

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| TITLE: Hospitality Marketing & Customer Service |
| Module Code:  Module: Hospitality Marketing & Customer Service  Year: 2017 |
| 1. Instructional Hours:   Minimum Requirement: 12 hours  Lecture: 12 hours  Project: 6 hours  Private study: 12 hours  Total:  Credit Value: 2 |
| 1. Module Synopsis:   Hospitality marketing is the marketing efforts directed towards the increase of revenue in the hospitality industry such as Hotels, Restaurants, Resorts or amusement parks using marketing techniques to promote their products and services.  As for customer service, Customer service is the act of taking care of the customer's needs by providing and delivering Professional, Helpful, High quality service and assistance before, during, and after the customer's requirements are met. |
| 1. Module Objectives   Students will learn the definition Hospitality Marketing & Customer Service  Students will learn the importance of Marketing in the Hospitality industry  Students will learn on different types of Marketing Strategies  Students will learn importance of Customer Service and keys to good customer service |
| 1. Learning Outcomes:   Understand what Hospitality Marketing & Customer Service means  Understand the importance of Marketing in the Hospitality industry  Understand the different types of Marketing Strategies  Understand the importance of Customer Service and keys to good customer service |
| 1. Assessment Components:   To successfully complete the module students must perform the following:   |  |  |  | | --- | --- | --- | | Components | Weightage | Due Date | | Assignment | 100% | 2 weeks after end of module |  * The nominal word count for this module is 1,200 words. The suggested range is in between 1000-1500 |
| 1. Teaching and learning strategies   Study of this module is by classroom tuition, case-study and independent study.  Teaching media includes:   * PowerPoint * Multimedia Resources * Books references |
| 1. Recommended Reading |

## Detailed Syllabus

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| Learning Objectives: |
| 1. Introduction to hospitality Marketing and Customer Service |
| 2.0 Introduction to hospitality Marketing and Customer Service  2.1 Explain What is Marketing in Hospitality. |
| 2. Discussion on Hospitality Marketing. |
| 2.1 Discussion on Hospitality Marketing.  2.2. Explain What are the strategies applies in Hospitality Marketing |
| 3. Describe about Hospitality Customer Service. |
| 2.3. Describe about Hospitality Customer Service.  2.3.1. Explain on Characteristics in Hospitality Customer Service. |
| 4. Describe and Brief about Customer service in Tourism. |
| 2.3.2. Describe and Brief about Customer service in Tourism.  2.3.3. Explain on Essential part of Customer Care in Hospitality.  2.3.4. Discuss the keys to be a good Customer Service. |