## Diploma

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| TITLE: Essentials of marketing and customer relationships |
| Module Code:  Module: Essentials of marketing and customer relationships  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:   In this module, student will learn the marketing, sales and customer care in the tourism and hospitality market. They will be taught the theories of the marketing, the principles of selling, the concept of customer care and the customer relationship in the tourism and hospitality industry. |
| 1. Module Objectives   To be able to improve the marketing and sales and understand the customer needs |
| 1. Learning Outcomes:   Understand marketing theories  Understand the principles of selling  Understand the concept of customer care  Understand customer relationships |
| 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 Marketing |
| 2.0 Introduction to hospitality Marketing and Customer Service  2.1 Explain What is Marketing in Hospitality. |
| 2. Discussion about SWOT Analysis. |
| 2.1 Discussion on Hospitality Marketing.  2.2. Explain What are the strategies applies in Hospitality Marketing. |
| 3. Screen through the Definition of Customer Relationship and Types of CRM available. |
| 2.3. Describe about Hospitality Customer Service.  2.3.1. Explain on Characteristics in Hospitality Customer Service. |
| 4. Describe about IT in CRM. |
| 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. |