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Course title: Essentials of Marketing and Customer Relationship

Subject Code: BHM02

Submitted date: 17.07.2017

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**Executive Summary**

I able to brief about Marketing in Hospitality and functionality in Hospitality Management. I also annotate the differences between marketing and customer service. Furthermore, I also study and focus about the ethics of marketing and customer service. As well as that, on third part of this assignment, I describe about marketing strategies and how to apply your studies in Hospitality Management. Finally, I illuminate in details on customer service skills and characteristics on the other hand, I able to brief about the importance and valuation of customer service department in Hospitality and how the department does contributes to the industry.

**Introduction**

Some people use the word ‘Marketing’ as through it were it just another word for advertising. Some seem to think that marketing is just another word for promotions. Neither is true. Marketing is a far broader topic that holds promotions as a sub-functions of marketing, and advertising as a sub-function of promotion. In the broadest sense. Marketing incorporates everything about understanding markets ( both yours and the ones you have not yet made yours), bringing your product / service to a market, and even developing new markets. Marketing s basically the strategic part of business. Marketing incorporates or impacts heavily upon all of the following activities: Business Development, Product Development, Market Development, Competitors Analysis, Pricing Strategic, Public Relations, Customer Service, Promotions and Brand Development.

The tricky part to this is that you really need to know who your customer are and what they want even before you can make them your customers. Bigger business literally do this by carrying out extensive market research to find the best balance of the 4P’s of marketing before they go any further. The 4p’s of marketing are Product, Price, Place, Promotion. Every business and every product of service , will needs its own special brand of those four elements. The cheaper the product and better your place. The lower the price you can offer. The more attractive a product id for the price, the further people will travel or the longer they’ll wait, and the less promotions the product will need. The 4P’s of marketing all inter-relate to create an overall mix that you can control, and in doing so, can find the optimum blend for your customers and market conditions.

**Question 1: Briefly explain about Marketing in hospitality and The importance of Hospitality Marketing.**

What is Marketing? Marketing are activities of a company associated with buying and selling a product or service. It includes advertising, selling and delivering product to people. People who work in Marketing development of companies try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements and general media exposure. Marketing is everything, a company does to acquire customers and maintain a relationship with them. Even the small tasks like writing thank-you letters, playing golf with a prospective client, returning calls promptly and meeting with a past client foe coffee can be thought of as marketing. The ultimate goal of marketing is to match a company’s products and service to the people to need and want them, thereby ensuring profitability. The four P’s of marketing are product, place, price, and promotions. The four P’s are the categories that are involved in the marketing of a good or service, and they include that I explain just now. Often referred to as the marketing mix, the four P’s are constrained by internal and external factors in the overall business environment, and they interact significantly with one another.

**Product**

Products refers to a good or service being offered by a company. Ideally, a product should meet a certain consumer demand, or it should be so compelling that consumers believe they need it. To be successful, marketers should understand the life cycle of a product, and business executives should have a plan for dealing with product at every stage of their life cycle. The type of product also partially dictates how much business can charge for it, where they should place it, and how they should promote it.

**Price**

Price is the cost consumers pay for a product. Marketers must link the price to the real and perceived value of the product, but they also must take into account supply costs, seasonal discounts and prices used by competitors. In some cases, business executives may manipulated a price to make a product seem more like a luxury, or they may lower a price so that more consumers can try the product.

**Place**

Place decisions outline where the product is sold and how it is delivered to the market. The goal of business executives is to get their products in front of the consumers who are most likely to buy them. In some cases, this may refer to placing a product in certain stores, but it also refers to the placement of the product on a store’s display or where a products is showcased on a web page. In some cases, placement may refer to the act of placing a product on TV shows, films or blogs in order to garner attention for the product, but this type of placement over laps with promotions.

**Promotion**

Promotion includes advertising, public relations and promotions strategy. This ties into the other three P’s of the marketing mix, as promoting a product shows consumers why they need it and why they should be willing to pay a certain price of it. In addition, marketers tend to tie promotion and placement elements together so they can reach their core audiences.

A marketing mix helps an organization make strategic decision when launching a new or exiting product. The various approaches have evolved overtime, especially with the increased use of technology. Although the four P’s can be examined independently, in practice they are often dependent on each other.

From my opinion, Marketing is the process for getting a company product or service out to consumers. Hospitality Marketing takes a look at how segments of the hospitality industry, such as hotels, restaurant, resort and amusement parks, utilize marketing techniques to promote their products or services.

**Question 2: Explain the difference between Marketing VS Customer Service and explain the Ethics of Marketing and Customer Service.**

**The difference between Marketing VS Customer Service**

**Leveraging the ears on the ground**

Take Marketing and Customer Service: The seemingly disparate roles of the two departments often result in heated office rivalries, which can ultimately affect the bottom line of the company. On the other hand, marketing looks after generating leads and making sales, while on the other, customer service take care of troubleshooting or resolving issues with disgruntled customers. At times, marketing may blame customer service for losing clients or meeting difficulties in resigning them, while customer service may ascribe the lack of product or service knowledge to poor client education prior to purchase

As with the other interdepartmental conflicts that we have already take up in the previous articles in this series, we will attempt to unravel the possible strategies that one can employ to foster collaboration and integration between the two departments, with the hope of breaking down the walls between them once and for all.

**Learn to be patient**

A considerable number of studies show that a large part of purchases made on a whim will ends up disappointing. There is enough reason to believe so; a customer who spends less time thinking about a purchase may have a less profound understanding of what exactly he or she is buying. And if they ends up unsatisfied, they will surely let the guys over at customer service hear about it.

While it is essential to make sales,it is likewise important for a marketing person to make sure that a customer understands the real features or benefits of the product or service he or she is availing to minimize complaints and negative client experience. Give the customer knowledge and satisfaction the important that they should have. Marketers,and every employee in a company for that matter,must learn from Game of Throne’s Theon Grayjoy’s experiences: many of this problems could have been avoided had he given more importance to others (customers) than to himself.

**Learn to Invest Time**

This point comes hot on the heels of the first. Educating clients takes time, but marketers should realize that it is time well-invested. Let customers not be Jon Snow, who is always accused of not knowing anything. According to studies, fully informing customers about products and service not only reduce the number of complaints bur also, and more importantly, increases the likelihood of retaining them. Additionally, happy and smart customers pave the way to better company reputation and, ultimately, more sales.

**Learn to update**

Marketing should also ensure that customer service is knowledgeable of current promotions by the company so that it can fully perform its function of clarifying doubts and confusion. Even if this does not directly reduce the number of customer complaints or questions, it will help customer service prepare comprehensive answers.

There is merit in making customer service a relevant part of company’s marketing strategy. For sure, being the closest to the ground, customer service have ideas and opinions that can help formulate an effective marketing plan. After all, they know best what the customers want and how to make them happy.

**Ethics of marketing and customer service**

Marketing ethics are ethical standards which pertain to marketing. Marketing is a field which is often viewed as inherently unethical, but it is in fact governed by law and standards of conduct just like any other field. Marketers must not knowingly do harm in carrying out their selling responsibilities. They should embrace basic marketplace value, including truth telling, genuine service to customers, avoidance of practices acclaimed to be unfair, and an adherence to honest and open communications with clients.

**Market Segmentation**

Ethical questions especially surround the target marketing of segments that include potentially vulnerable populations such as children, the elderly, the impoverished (poor), and marketing illiterates. To illustrate, children are a $2.5+ billion market in the United States alone for products such as toys, sugared cereal, DVDs, and video games.

 

If a company markets its product to a uneducated customer base that is not aware of the serious consequences of a certain product, such as selling cigarettes in developing countries, that’s an ethical issues that needs to be addressed. If they are not aware of these issues; therefore it is morally wrong to sell them cigarettes.



Similarly for older kids, the ethical issues might focus more on the appropriateness for certain products (violent video games), or the degree which young teenagers might be inclined to particular kinds of provocative fashion or lifestyle advertising. The key issues involved in targeting children turns on whether marketers should be held to a higher standard care and caution when marketing to children.

**Product Management**

Ethicalissues surrounding the management of product are central to marketing because the marketing process generally begin with a product (broadly defined to include goods, services, or ideas). Additionally, the most common ethical concern is product counterfeiting (copy of original). Product counterfeiting involves the unauthorized copy of patented product, inventions, and trademarks or the violation of registered copyrights (often for the purposes of making a particular product look like a more popular branded leader). Common example of product counterfeiting include fake Rolex watches, knockoff Levi jeans, and illegally pirated video and audio tapes of popular movies and music.

The distribution element of marketing involves the entire supply chain from manufacturer through wholesalers and distributors (including retailers) on to the final customer. At each point in the supply chain, because there are economic interactions between these various parties, the potential for ethical issues to occur is quite common. Perhaps the most severe issue within the channel of distribution supply chain has to do with the question of power and responsibility within the channel itself. Often one organization with the channel has greater economic leverage the other channel members, and with that economic leadership comes a potential foe ethical abuse. For instance, powerful supermarket chains often demand payments from producers (allowances) to ensure that their products will have shelf space in supermarkets. Many supermarket operators demand pay-to-stay fees payments to supermarkets by producers to keep their products on the shelf. On the other hand power full manufacturer may take advantage from small retailers.

**Grey Market**

The grey market also raises ethical issues. The grey market is unauthorized intermediaries that go around authorized marketing channels by buying in low-price markets and reselling in high-price markets at lower prices than those charged by authorized channel members. Many consumer packaged goods including toothpaste, bath soap, and deodorant are often purchased in the grey market.

**Frameworks of analysis for marketing ethics**

Process-oriented framework

Stakeholder-oriented framework

Value-oriented framework

\* Process-oriented framework: Analyzing ethical problems on the basic of the values which they infringe (e.g. honesty, autonomy, privacy, transparency).

\* Stakeholder-oriented framework: Analyzing ethical problems on the basic of whom they affect (e.g. consumers, competitors, society as a whole)

\*Value-oriented framework: Analyzing ethical problems in therms of the categories used by marketing specialists (e.g. research, price, promotion, placement).

**Ethics of Customer Service in Hospitality**

All organizations that work in hospitality industry, including restaurants, resort and catering services, are faced with several ethical dilemmas. Ethics, or the established principles and guidelines used in an organization, are important to fostering a good workplace culture.In hospitality, they are essential to keeping the business running. A hospitality company with poor ethics will not be able to keep customers, and staff satisfaction will plummet.

There will be ethical dilemmas though, which are when a person must choose between doing what is wrong or doing what is ethical because it is the right thing to do. The following list highlights some of the most important ethics in hospitality:

\*Integrity: The internal force which drives a person’s honesty and desire to do the right thing.

\*Trustworthiness: The ability to be trusted.

\*Respect for others: You are interested in doing what is good for others and you value them as a person.

\*Accountability: Taking responsibility for your work and also your behavior and interactions in the workplace

If anyone ceases to follow one of these ethical principles, it can be extremely damaging to the business. Good ethics make the working environment a happy place and increase customer satisfaction.

**Question 3: Describe about Marketing Strategies and how you can apply your studies in Hospitality Management.**

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Have you ever had to decide whether to take risk? Maybe the risk was buying a brand new car? Choosing your college? Most people make a list of the pros and cons to a choice before they make a final decision. Business also have research and analyze choices before choosing a path.

Their decision making process is called conducting a **SWOT analysis**, also know as a **situation analysis**. SWOT stands for internal **strengths**, internal **weaknesses,** external **opportunities** and external **threats**. The main purpose of the situation analysis for marketers to understand the current and potential environment.

**Internal Strengths and Weaknesses**

The first part of SWOT analysis is examining a company’s internal strengths and weaknesses. In this step, a marketing manager looks internally at the company resources, such as finances, engineering, marketing, employees and production, to see where they excel or need improvement. Marketing managers should not just look at the current situation of the firm, but also look at the past historical sales, profit and cost data.

When looking for a company’s strengths, it’s important to ask what you’re best at and what you’re know for. Do you have a unique selling proposition? A USP, or unique selling proposition, is something that you’re very good at, but your competition is not. Disney would be an example of a company with great internal strengths in the area of human resources and employee development. They are known for their excellent employee training via Disney University.

When looking a company weaknesses, a marketing manager asks what areas need improvement. What could our competitors view as a weakness? What issues could cost us sales? They then attack those areas and have a plan in place to protect and improve their situation.

If a company is realistic upfront, then they’re less likely to fail down the road, or to be caught by a competitor. A marketing manager needs to consider factors like poor location of the business, inexperienced marketing,poor quality or poor reputation as a big weakness. Comcast constantly ends up voted with poor customer service, and this would be a massive weakness in their industry.

**External Opportunities and Threats**

The second part of the SWOT analysis is examining the external opportunities and threats. Marketing managers analyze the overall marketing environment. They can accomplish thus difficult task through the use of **environmental scanning,** or the collection and interpretation of environmental conditions, such as relationships, the economy, events, demographics, social, political and technological changes. Scanning is done in order to see what changes are happening in the marketplace that could result in a positive opportunity or a negative threat.

For example, the fall of the housing market and inability for people to buy homes has led to many companies shifting their products from expensive redecorating and home improvement, to cheaper home fixer-upper items. Markets can consider new markets, mergers or even taking over an area left by an ineffective competitors as excellent opportunities. Threats come in the form of new competitors, pricing was, new product innovation from a competitor or government intervention in your industry, such as new or higher taxes.



* **Product:** The Product should fit the task consumers want it for, it should work and it should be what the consumers are expecting to get.
* **Place:** The product should be available from where your target consumer finds it easiest to shop. This may be High Street, Mail Oder or the more current option via e-commerce or an online shop.
* **Price:** The product should always be seen as representing good value for money. This does not necessarily mean it should be the cheapest available; one of the main tenets of the marketing concept is that customers are usually happy to pay a little more for something that works really well for them.
* **Promotion:** Advertising, PR, Sales Promotion, Personal Selling and in more recent times, Social Media are all key communication tools for an organization. These tools should be used to put across the organizations message to the correct audiences in the manner they would most like to hear, whether it be informative or appealing to their emotions.
* **People:** All companies are reliant on the people who run them from front line sales staff to the staff Managing Director. Having the right people is essential because they are as much a part of your business offering as the product/service you are offering.
* **Processes:** The delivery of your service is usually done with the customer present to how the service is delivered is ones again part of what the consumer is paying for.
* **Physical Evidence:** Almost all services include some physical elements even if the bulk of what the consumer is paying for is intangible. For example a hair salon would provide their client with a completed hairdo and an insurance company would give their customers some form of printed material.

Now I want to explain on how to apply this in Hospitality Management with relevant examples. Generally, **products** are divided into three levels: core, facilitating and supporting products. Core product is hotel rooms that customers stay in for a specific period of time. Facilitating products such as customer services, bars and restaurant, and online reservation facilities. supporting products such as room service, free newspapers and magazines for business travelers, concierge service and more.

**Place,** the official website of the company servers as an effective platform for service distribution as it is supplied with a wide range of features and capabilities providing practical assistance to customers such as booking a room, planning events and wedding, scheduling meeting and booking airport pick-ups.

**Price** strategies used by hospitality can be divided into four broad categories within the framework of pricing strategy matrix: economy, penetration, skimming and premium pricing strategies. Economy pricing strategy involves selling product of basic features and characteristics to consumers with low budgets. Penetration pricing strategy, on the other hand, involves offering high quality products and service in low prices than the competition in order ti increase market share.

The main rationale for the choice of skimming pricing strategy may include the desire to associate products or services with exclusiveness and high quality. Premium pricing strategy involves charging high level price for products and services that are perceived to have excellent quality and additional characteristics and features. **Promotion** in hospitality industry such as free wifi, media reports, social service projects, travel assistants, hotel directories and customer.

**Physical evidence** in hotel industry can be hotel lobby, restaurant in the hotel, phone, can also nice music played in hotel. **People** strategy use by hospitality industry can be receptionist, bell boy, laundry serviceman, butler, chef, waiter and cleaners in the hotel. Lastly, **process**; the actual procedure, mechanisms and flow of activities by which the service is delivered. The service delivery and operating system at back stage and front stage.

**Question 4: Explain in details on Customer Service Skills and Characteristics. Explain the importance of Hospitality Customer Service.**

We believe attitude is more important than experience in most cases. Experience can be gained at anytime any anywhere- attitude is almost impossible to change. With that on mind, let’s talk about customer service skills in hospitality industry:

**Communication skills:**  It’s very difficult skill because it need to deep understanding of customers language and need to understand what customers wants to say. It’s also not an easily won skill.

**Problem solving skills**: An ability ti think outside of the box and create unique and creative solutions to problems is a customer service skill that definitely want to have.

**Relentless follow-up**: Customer feedback, it’s way easier to get feedback from someone when you’ve pleasantly surprised them by getting back to theme before they expected it, or when they didn’t expect it at all.

**A great listener**: I can’t talk about customer services kills without talking about listening. The best support is genuine support. They’re willing to lend an ear to an angry or upset customer. They’re not thinking of what to say, but are actually listening to the speaker.

**Patience**: patience is one of the most important customer service skills. And it’s infinitely valuable when dealing with an angry customer. An angry customer are part of the job. Good patience allows service reps to endure long, difficult calls and still deliver outstanding service.

**Customer service Characteristics**

Any successful company owner or employees can tell you that quality customer service is a cornerstone to the success of the business. Without a service department that is satisfying customers, loyalty may not form and customers may not return. Poor customer service spreads by word-of-mouth and discourages new customers from trying your product or service. Several characteristics should be present in a quality customer service representative.

**Listening Skills**

A customer service representative must be able to listen to the needs of the customer. They take notes and summarize the customer’s words back to them to ensure understanding. Instead of planning they answer or retort as the customer is speaking, they listen with the goal of comprehension.

**Asking Skill**

Those in customer service know that asking the right question can yield the answers that are necessary to solve the problem or address the issue. Quality questions help to uncover the actual needs, goals, objectives and concerns of the customers so the representative can work to meet those needs and alleviate the concerns.

**Responsible**

To work in customer service, responsible is a must. This responsibility is two-sided, as it covers the agents responsibility in attendance, service, loyalty and attitude. It also covers the ability of the agent to take responsibility for mistakes and results- to know that their own actions determine the results in customer situations.

**Responsive**

Each need, question or concern is addressed in quality customer service. Bypassing a question because the answer is not know can leave a customer feeling ignored. Many service related inquiries are multifaceted so it is important to fully respond to one inquiry before moving to another.

**Knowledgeable**

Customer service should be completely in the service for which they are responsible. Along with this knowledge comes confidence, which leads to customer satisfaction. If a situation arises where an agent does not know an answer, he must be willing to admit not knowing, and find the answer or pass the client to a representative that can answer the question.

**Complete**

A customer service representative should work through a situation to its completion. Instead of being quick to hand off the problem or hesitant in working through a customers needs, the agent should be thorough and work through each situation step-by-step until it is resolved.

**Time**

Customer service is at its best when it is prompt. Allowing a customer to sit on hold or wait in the store for an available representative is unacceptable. The timely response to a request, question, concern or problem is the first step to a solution. This may not always be speedy, but it should be efficient and thorough.

**Accurate**

Any information relayed from a customer service representative to a customer must be 100 percent accurate. Whether it is instruction on assembly or performance, or information on warranties, everything must be factual. Along with accuracy’s in fact, the representative should be precise in the actions performed on the customer’s behalf.

**The Important of Hospitality customer service**

Excellent customer service is vitally important in the hospitality industry. It’s the first point of contact, between for example, the hotel guest and the representative of the hotel. It is the first opportunity an establishment gets to impress and create a lasting great impression.

Hotel and restaurant and everything in between in this type of industry, is a hospitality service provide that has a job to sustains customer happiness and satisfaction. The includes any type of business where customers are paying attention to the type of service they receive, is within the hospitality industry.

**Customer Expectations**

Satisfied customer are looking for a memorable experience and an energetic service, where it matters the most. Businesses need to be aware that it’s becoming never more popular for guests to leave a review of their experience on a number of feedback sites, whether their experience was a good or bad one. Hospitality outlets need to me mindful of this as bad feedback can be extremely damaging.

**Be realistic**

Remember to be realistic, don’t big the business up if it’s not 5 star, don’t say that it is, as this only sets expectations for the customer, and excites them only to disappointed when they find out it’s more of a three star standard.

**Deliver on your promise**

Any business needs to keep customers and clients happy, but in the hospitality industry it’s so important to keep guest engaged in order for repeat business and for referral purposes. For the customer to return all you need to do this deliver what was promised, if you can expectation where possible this is always a good tool to help gain referrals.

**Customer Loyalty**

Remember happy customer are loyal customers, go he extra mile id needs be, provide additional items where possible, this always tends to impress. Just remember, customer are the most important part of the business without them what would you have- focus on them at all times- and they will be happy.

**Feedback is important**

If a customer is unfortunate enough to have a bad experience, for any reason, you need to make sure it’s made easy and clear for them to tell you about it. At the same time be understanding and allow them to get it off their chest to you, so they’re not inclined to tell someone else. Try hard to fix the problem - communication is key- and remember keep calm and try to resolve the situation so the customer ultimately goes away happy.

**Conclusion**

In this module, I learn the marketing, sales and mainly I learn about customer care in the tourism and hospitality market. Moreover I study about the theories of the marketing. I also learn about the principles of selling. When I brief about the concept of customer service I can understand more about customer service and I also can see the difference between customer service in a company and customer service in hospitality industry. Furthermore, I able to understand the customer needs and how important the customer service in hospitality industry.

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