

**Course Code:** MARKHOS

**Course Title:** Hospitality Marketing

**Course Description:**

During this pandemic, pursuing a career in the hospitality industry poses a daunting task. More so, studying and thoroughly discussing its applications and ultimate survival is in itself its true challenge.

The course will help business/marketing students understand how the consumers view the hospitality industry and how such industry serves its market. Different real-world scenarios considering different cultures and contexts will be presented to show that hospitality marketing, if carefully studied, can be influenced by marketers. Different teaching aids such as video presentations (online secondary sources) and documentaries, current events cases, case studies and other teaching aids appropriate to existing and emerging technology will be used.

**Department:** Marketing and Advertising

**Required text and materials**

Hoek, J., & Gendall, P. (2010). Colors, Brands, and Trademarks. *Journal of Advertising Research*. Sep2010, Vol. 50 Issue 3, p316-322. 7p

Bradford, K., & Desrochers, D. (2009). The Use of Scents to Influence Consumers: The Sense of Using Scents to Make Cents. *Journal Of Business Ethics*, 90141-153. doi:10.1007/s10551-010-0377-5

**Other References**

Bateman, I. J., Munro, A., & Poe, G. L. (2008). Decoy Effects in Choice Experiments and Contingent Valuation: Asymmetric Dominance. *Land Economics*, 84(1), 115-127.

Achar, Chethana; So, Jane; Agrawal, Nidhi; Duhachek, Adam. (2016) What we feel and why we buy: the influence of emotions on consumer decision-making. *Current Opinion in Psychology*. Vol. 10, p166, 5 p.; Elsevier

Norton, Michael I., Daniel Mochon, and Dan Ariely. "The IKEA Effect: When Labor Leads to Love." *Journal of Consumer Psychology* 22, no. 3 (July 2012): 453–460.

TIERNEY, JOHN. Why Brooding Shoppers Overpay. *The New York Times*. February 13, 2008