



## National Kaohsiung University of Hospitality and Tourism

### International Bachelor Program in Tourism Management (ITM)

#### Course Outline

Subject : 觀光餐旅行銷 Marketing for Hospitality and  
Tourism

Credit : 3

Course Hours : 3

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Teaching Purpose	The subject aims to make students familiarize with the terms, theories and concepts of marketing. Through cases discussion, lectures, and activities, students are able to apply retained marketing knowledge to their profession.
Course Content	1.Introduction: Marketing for Hospitality and Tourism 2.Service Characteristics of Hospitality and Tourism 3.Marketing environment 4.The role of marketing in strategic planning 5. Consumer market 5.Customer-Driven Marketing Strategy 6. Designing and Managing Products and Brands 7. Distribution Channels Delivering Customer Value 8. Direct, Online, Social Media, and Mobile Marketing 9. Destination Marketing
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