

OTHM Higher Diploma

Marketing Communications for Tourism and Hospitality

The OTHM Higher Diploma Paper in Marketing Communications for Tourism and Hospitality is one of three papers of Part 1 that make up the OTHM Higher Diploma. It is a qualification that forms the first part of a two-tier stage offered by OTHM.

Aims and Objectives

The module aims to provide participants with:

- A sound working understanding of marketing communications practices and how to choose appropriate promotional elements to meet marketing objectives
- An understanding of the theoretical practices of marketing communications and the potential for using promotion and communication models
- The ability to evaluate the advantages, disadvantages, relative effectiveness and costs of all the elements of marketing communications
- The ability to suggest the basis of a promotional budget and how the various elements can be combined into an integrated marketing communications plan
- The ability to evaluate the effectiveness of a communications campaign and justification of the communications mix

Learning Outcomes

At the end of the module students will be able to:

- Demonstrate an awareness of the need to integrate marketing communications with the business goals and marketing strategy of an organisation
- Appreciate the development of marketing communications
- Appreciate the range and contribution of marketing communication practices
- Appreciate the nature of the marketing communications industry
- Select and justify the use of one or more promotional techniques
- Use models to explain the effectiveness of existing campaigns that are relevant to the Tourism and Hospitality industry
- Be sensitive to the factors which influence local, regional, national and international campaigns

- Understand the creative contribution
- Be aware of the alternative systems of commissioning external suppliers of communications services
- Make recommendations on levels of budgets
- Contribute to the integration of the marketing communications plan
- Appreciate how to develop consistent messages through the use of integrated communications techniques that are relevant to all levels of the organisation