

OTHM Diploma

Hospitality Marketing and Management

The OTHM Diploma Paper on Hospitality Marketing and Management is one of three papers that make up Part I of the OTHM Diploma. This course assumes knowledge gained in the Certificate level OTHM course.

Aims and Objectives

The module aims to provide participants with:

- Knowledge and understanding of marketing; specifically the marketing concept, marketing processes and the marketing mix
- Marketing knowledge and skills that can be applied to the hospitality industry
- An appreciation of the value of marketing to the hospitality industry

Learning Outcomes

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

- Explain the development of marketing and the ways it can benefit hospitality businesses/organisations
- Identify the main steps in and barriers to achieving a marketing orientation within the organisation
- Explain the process of marketing planning and budgeting and place in the context of the hospitality industry
- Demonstrate an understanding of the concept of segmentation and the different bases for effective market segmentation
- Identify and describe the individual elements and tools of the marketing mix
- Apply the marketing mix to a range of businesses/organisations working within the hospitality industry