

**Group: IMTH      Degree: Master      Course: Marketing for Hospitality and Tourism**

**1. Credits: 3**

**2. Grade & Semester: Second year, first semester**

**3. Prerequisites: N/A**

**4. Course objectives:**

This course aims to evaluate current knowledge and theories of hospitality and tourism, analyzing the structure, products, services and interactions in tourism and hospitality and implementing the role of hospitality and tourism in communities and environments that they affect. Moreover, the course will evaluate and implement appropriate marketing theories and concepts, communicate and respond to the diversity that prevails within the hospitality and tourism industry as well as evaluating issues and apply professional skills and management knowledge to complex and unstructured problems in hospitality and tourism.

**5. Course description/outline:**

The purpose of this course is to provide students with the opportunities to learn the state of the art principles and theories in marketing at the managerial level. The emphasis of the course is placed on the application of marketing knowledge and skills in the context of the hospitality and tourism industry. The learning experience of the students will be enhanced through a creative approach to solving hospitality and tourism marketing problems.