



UNIVERSITI TEKNOLOGI MARA

HTH795: HOSPITALITY MARKET ANALYSIS

Course Name (English)	HOSPITALITY MARKET ANALYSIS APPROVED	
Course Code	HTH795	
MQF Credit	3	
Course Description	This subject blends the study of strategic marketing management and market analysis. Students will be exposed on the importance of appropriate marketing system, understand the environment and competitions.	
Transferable Skills	Evaluate, analyze and solve strategic marketing problems. Develop teamwork, decision making and leadership.	
Teaching Methodologies	Lectures, Case Study, Discussion, Presentation, Debates	
CLO	CLO1 Describe the importance of market analysis to the hospitality industry. CLO2 Classify the marketing stimuli that influence purchase decisions for hospitality products. CLO3 Determine the result of the various marketing programs in deciding future hospitality marketing strategies.	
Pre-Requisite Courses	No course recommendations	
Reading List	Recommended Text	2012, <i>Marketing Management: A Strategic Decision-Making Approach</i> , 8 Ed., New York: McGraw-Hill International [ISBN: 978-007802879]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	