



Course Syllabus

Course Code	Course Title	ECTS Credits
HOSP-310	Hospitality IT with Digital Marketing	6
Prerequisites	Department	Semester
None	Management	Spring
Type of Course	Field	Language of Instruction
Compulsory	Hospitality Management	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Marcus Rothenberger	3 rd
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Understand the challenges associated with Hospitality Information Systems within the Hospitality Industry.
- Gain an insight into workings of computer systems used in the hospitality industry
- Identify the use and knowledge in the significance of information technology to an enterprise.
- Introduce and apply training on Point of Sale Systems.
- Introduce Digital marketing and Technologies within the Hospitality Industry

Learning Outcomes:

After completion of the course students will be expected to be able to:

1. Describe the basic functions common to property management systems
2. Describe and interpret management reports that pertain to reservation systems.
3. Identify features and functions of different systems (including the Rooms management and Guest accounting applications modules, energy management system, point of sale system, call accounting system, electronic locking systems, guest operated devices, relevant interface systems of point of sale technology, Food and beverage applications, and accounting applications).

4. Explain the purpose of information management and future technology trends in the Hospitality Sector.
5. Identify environmental, electronic, and operational threats to information systems and how to implement systems security.
6. Plan and develop a digital marketing strategy and media strategy, through selected digital marketing channels.
7. Measure digital marketing efforts and calculate ROI

Course Contents:

- Hospitality Technology Systems and Future Technology Trends.
- Information Management.
- Reservation Systems, Rooms Management and Guest Accounting Applications.
- Property Management System Interfaces and Points of Sale Technology.
- Food and Beverage Management Applications.
- System Selection and Security Maintenance.
- Digital Marketing, Strategic Digital Marketing and Performance Metrics.
- The Digital Marketing Plan and Research.
- Product/ Price and The Internet for Distribution.
- E-Marketing Communication.

Learning Activities and Teaching Methods:

Power point and articulate presentations, tutorials, case studies, exercises, forums, and chats

Assessment Methods

Assignment, Final Exam, participation in discussion forums, quizzes

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Managing Technology in the Hospitality Industry Seventh Edition	Michael L. Kasavana ,	AHLEI	2016	978-0-86612-490-4
E-Marketing, 7th Ed., International Edition CourseSmart eTextbook	Strauss, J., Frost, R.	Pearson	2017	1292000449

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Managing Front Office Operations Tenth Edition	Michael L. Kasavana,	AHLEI	2017	978-0-86612-550-5