



Course Syllabus

Course Code	Course Title	ECTS Credits
HMGT-210	Hospitality IT with Digital Marketing	10
Prerequisites	Department	Semester
HMGT- 100 , HMGT 200, MKGT 250	Hospitality, Tourism and Sports Management	Fall/Spring
Type of Course	Field	Language of Instruction
Compulsory	Hospitality	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr Despo Ktoridou	2 nd
Mode of Delivery	Work Placement	Corequisites
Distance Learning	N/A	None

Course Objectives:

The main objectives of the course are to:

- Help to prepare students to meet the challenges associated with Hospitality Information Systems with in 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 are expected to be able to:

1. Describe the basic functions common to property management systems
2. Identify and differentiate between both front house and backhouse property management system modules.
3. Describe and interpret management reports that pertain to reservation systems.

4. Identify features and functions of the Rooms management and Guest accounting applications modules.
5. Identify features and functions of an energy management system, point of sale system, call accounting system, electronic locking systems, guest operated devices and relevant interface systems
6. Identify and describe the features and functions of point of sale technology.
7. Explain the features and functions of the Food and beverage applications, and accounting applications
8. Explain the purpose of information management as it pertains to the industry, how systems are selected and what are the requirements of these.
9. Identify environmental, electronic, and operational threats to information systems and how to implement systems security.
10. Explain how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy
11. Explain the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media
12. Learn to develop, evaluate, and execute a comprehensive digital marketing strategy and plan
13. Learn how to measure digital marketing efforts and calculate ROI
14. Explore the latest digital technologies within the Hospitality industry

Course Content:

- Week 1 Section Hospitality Technology Systems
- Week 2 Section Information Management
- Week 3 Section Reservation Systems
- Week 4 Section Rooms Management and Guest Accounting Applications
- Week 5 Section Property Management System Interfaces and Points of Sale Technology
- Week 6 Section Food and Beverage Management Applications
- Week 7 Section System Selection and Security Maintenance
- Week 8 Section Digital Marketing Past, Present and Future
- Week 9 Section Strategic Digital Marketing and Performance Metrics
- Week 10 Section The Digital Marketing Plan and Research

Week 11 Section Product/ Price and The Internet for Distribution
 Week 12 Section E-Marketing Communication

Learning Activities and Teaching Methods:

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

Assessment Methods:

Tests, Assignments , Exam

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