



Nanchang University
HTM412: Strategic Marketing Planning
(Last Updated in Jan. 2025)

Credit: 4

Contact Hours

This course is composed of 24 lecture sessions, 3 tutorial sessions and 9 office contact hours. Each lecture session takes 2 contact hours in length; each tutorial session takes 3 contact hours in length; There will be a Q-A review session(3 contact hours) and Final Exam (3 contact hours) at the end of this term. This course has 72 contact hours in total.

Course Description

This course provides an in-depth exploration of strategic marketing planning within the context of the hospitality and tourism industry. Building on foundational marketing principles, students will analyze internal and external environments, assess market opportunities, and develop comprehensive marketing strategies. Through lectures, real-world case studies, industry research, and collaborative projects, students will learn to create actionable marketing plans and adapt strategies to a dynamic global environment. Emphasis is placed on integrative thinking, digital collaboration, and the application of critical marketing tools and frameworks in hospitality and tourism settings.

After this course, students will:

1. Apply core marketing concepts to strategic planning within hospitality and tourism sectors.
2. Conduct thorough environmental scans and competitive analyses.
3. Identify and evaluate marketing opportunities and develop appropriate positioning strategies.
4. Create and present a comprehensive strategic marketing plan.
5. Strengthen academic and business writing, collaborative communication, and digital literacy skills.

Note: This Syllabus is subject to change based on the needs of the class.

Required Textbook

Textbook:

Strategic Marketing for Hospitality and Tourism by Philip Kotler, John T. Bowen, James Makens and Seyhmus Baloglu. 7th edition. Pearson.



Grading

- Participation 10%
- Assignments 20%
- Project 15%
- Presentation 10%
- Midterm 20%
- Final Exam 25%

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|-----------|---------|----------|
| A+ 96-100 | A 90-95 | A- 85-89 |
| B+ 82-84 | B 78-81 | B- 75-77 |
| C+ 71-74 | C 66-70 | C- 62-65 |
| D 60-61 | F < 60 | |

Course Schedule

The course has 24 class sessions in total. All sessions are 2 contact hours in length. At the end of this term, there will be a Q-A review session(3 contact hours) and Final Exam (3 contact hours).

Note: the course outline and required readings are subject to change.

Class 1:

Course Introduction

Class 2:

Hospitality Trends & Company Mission Statements

Class 3:

Corporate Values and Strategic Alignment

Class 4:

Understanding the Marketing Environment

Class 5:

Tools for External Environment Scanning

Class 6:

Mid-Stage Review and Discussion

Class 7:

Industry Forces & Competitor Mapping

Class 8:

Market Segmentation and Targeting



Class 9:

Product Differentiation and Positioning

Class 10:

The Strategic Marketing Planning Process

Class 11:

The Ansoff Matrix and Growth Strategies

Class 12:

Midterm

Class 13:

Market Intelligence and Research Tools

Class 14:

Business Intelligence Systems & Data Culture

Class 15:

Evaluating Marketing Opportunities

Class 16:

Social Media & Digital Marketing in Hospitality

Class 17:

Innovation in Strategic Marketing

Class 18:

Branding Strategies for Tourism & Hospitality

Class 19:

Crisis Communication and Strategic Agility

Class 20:

Sustainable Marketing Strategies

Class 21:

Measuring Marketing Effectiveness

Class 22:

Group Presentation: Strategic Marketing Plan (Part 1)

Class 23:

Group Presentation: Strategic Marketing Plan (Part 2)



Class 24:

Course Wrap-Up & Final Review

Attending Policy

Regular and prompt attendance is required. Under ordinary circumstances, you may miss two times without penalty. Each absence over this number will lower your course grade by a third of a letter and missing more than five classes may lead to a failing grade in the course. Arriving late and/or leaving before the end of the class period are equivalent to absences.

Policy on “Late Withdrawals”

In accordance with university policy, appeals for late withdrawal will be approved **ONLY** in case of medical emergency and similar crises.

Academic Honesty

Nanchang University expects all students to do their own work. Instructors will fail assignments that show evidence of plagiarism or other forms of cheating, and will also report the student's name to the University administration. A student reported to the University for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

General Expectations:

Students are expected to:

- Attend all classes and be responsible for all materials covered in class and otherwise assigned;
- Complete the day's required reading and assignments before class;
- Review the previous day's notes before class and make notes about questions you have about the previous class or the day's reading;
- Participate in class discussions and complete required written work on time;
- Refrain from texting, phoning or engaging in computer activities unrelated to class during the class period;
- While class participation is welcome, even required, you are expected to refrain from private conversations during the class period.

Special Needs or Assistance

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.