1. **Course unit title: Management of marketing communications in the hotel and restaurant business**
2. **Course unit code:** TOTHRB\_6\_1.ОНД 29\_3
3. **Type of course unit:** compulsory
4. **Semester:** 8
5. **Number of ECTS credits allocated:** total hours – 90 (ECTS – 3), class hours – 24 (lectures – 12, practical classes – 12)
6. **Name of lecturer(s):** candidate of economical science, S.N. Podzygun
7. **Learning outcomes of the course unit:**

As a result of mastering the module a student must have the following:

**knowledge**: about main terms and notions of the course; theoretical and methodological foundations of market analysis and approaches to its implementation; place of communications in the marketing system; content marketing communication, marketing communication system, communication police. **skills:** to analyze different concepts of marketing management to improve marketing activities of enterprises of hotel and restaurant management; to identify the needs of consumers; to use marketing environment and environmental impact of controlled and uncontrolled factors on enterprises; to use market research and collecting marketing information.

**8. Mode of delivery:** auditorium classes

**9. Prerequisites and co-requisites:** Marketing of the hotel and restaurant business, Organization of hotel business, Organization of the restaurant business.

**10. Content of the course:**

Fundamentals of marketing facilities in hotel and restaurant management. Strategy and planning marketing communications. The communication policy of enterprises of hotel and restaurant business. Advertising establishments of hotel and restaurant management. Organization of the public schools of hotel and restaurant management. Direct marketing in schools of hotel and restaurant management. Integrated marketing communications schools of hotel and restaurant management. Organization of exhibitions. Company marketing communications schools of hotel and restaurant management. Evaluation of the effectiveness of marketing communications.

**11. Recommended or required reading:**

1. Лук'янець Т.І. Маркетингова політика комунікацій [Текст]: навч. посіб. / Т. І. Лук'янець. - [2-ге вид., доп. і перероб.]. - К.: КНЕУ, 2003. - 524 с.
2. Майборода О.О. Маркетингова політика комунікацій [Текст]: навч.-метод. посіб. для самост. вивч. дисципліни / О. О. Майборода. - [2-ге, доп. і випр.]. - К.: КНЕУ, 2007. - 250 с.

3. Тимошенко З.І. Маркетинг готельно-ресторанного бізнесу [Текст]: навч. посіб. / З.І. Тимошенко. – К.: Видавництво Європейського університету , 2007. – 245 с.

**12. Planned learning activities and teaching methods:**

lectures, practical classes, self-study

**13. Assessment methods and criteria:**

Current assessment (75%): current assessment at practical lessons; tests, self-study essays, oral and written practical tasks and exercises;

final assessment (25%): final test, examination

**14. Language of instruction:** English.