



MKTG 200 - Brand and Guest Experience

Course Description:

This course introduces tourism and hospitality branding, marketing and experience design. Topics include the importance of a service culture, the brand promise and guest experiences. You will explore the impact that a brand can have on guest motivation and experience, and how this can create a competitive advantage in the hospitality and tourism industry.

3 Credits

Time Guidelines:

The standard instructional time for this course is 54 hours.

Course Assessment:

Discussion forum	25%
Group projects	50%
Quizzes	25%
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Total	100%

SAIT Policies and Procedures:

For information on the SAIT Grading Scale, please visit policy AC 3.1.1 Grading Progression Procedure: [http://www.sait.ca/Documents/About SAIT/Administration/Policies and Procedures/AC.3.1.1 Grading and Progression Procedure.pdf](http://www.sait.ca/Documents/About%20SAIT/Administration/Policies%20and%20Procedures/AC.3.1.1%20Grading%20and%20Progression%20Procedure.pdf)

For information on SAIT Academic Policies, please visit: www.sait.ca/about-sait/administration/policies-and-procedures/academic-student

Course Learning Outcome(s):

1. Describe what a brand promise is.

Objectives:

- 1.1 Differentiate between a logo, a tag and a brand promise.
- 1.2 Relate brand theory to personal brand.
- 1.3 Reflect on how you achieve your brand promise.
- 1.4 Discuss service ideals and expectations.

2. Examine how brand pillars support the brand promise.

Objectives:

- 2.1 Explain the concept of brand pillars.

2.2 Discuss the relationship between brand, operations and finance.

2.3 Describe the impact of pulling out a brand pillar.

3. Apply customer service essentials.

Objectives:

3.1 Describe customer service essentials.

3.2 Compare service essentials of different brands.

3.3 Demonstrate customer service essentials.

3.4 Compare best-case and worst-case customer service responses.

3.5 Reflect on execution of customer service essentials.

4. Analyze the impact of social media and technology on a brand.

Objectives:

4.1 Identify technology relevant to the hospitality industry.

4.2 Identify social media platforms relevant to the hospitality industry.

4.3 Describe how brands use social media to stand out, support brand promise, sell experiences.

4.4 Evaluate the online reputation of different brands.

5. Examine current trends in guest experience.

Objectives:

5.1 Describe a hospitality mindset.

5.2 Identify the components of a successful guest experience.

5.3 Differentiate between a unique experience and a commoditized product.

5.4 Reflect on how guest experience supports the brand.

6. Explain how to influence the path to purchase based on consumer segments.

Objectives:

6.1 Identify consumer segments.

6.2 Explain the path to purchase.

6.3 Identify channels to use to influence path to purchase.

7. Describe the components of experience design.

Objectives:

7.1 Define experience design.

7.2 Explain sequence of service.

7.3 Relate experience design to brand promise.

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