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Do you qualify?

You need to be educated to at least A Level standard (or equivalent) and fulfil at least one of these criteria:

- Any recognised UK degree or equivalent Level 5 or 6 qualification
- A relevant Level 3 or above qualification in Tourism or Marketing (e.g. CIM Professional Certificate in Marketing)
- Business or marketing experience would be an advantage but isn't essential

If English isn't your first language, you will also need to provide us with evidence of at least IELTS 6.5 proficiency or Trinity ISE III/IV.

How will you be assessed?

You'll be assessed across the three units through a work-based assignment such as coursework and case studies that will often be based on various findings and recommendations within your own company.

Next Step?

By including the CAM double unit, you have the opportunity to move on to take just two top up units from one of the new digital qualifications or complete the remaining 4 units of the CAM Diploma in Marketing Communications. Alternatively you could progress on to the CIM Professional Diploma in Marketing.

How and where can you study?

Our qualifications are taught through a global network of Accredited Study Centres – where you can learn full-time, part-time, intensive/online or via distance learning.

What does it cost?

Why not persuade your employer to pay for the qualification?

To take this qualification you need to be a Studying member. Cost: £140 per year (£85 if you live outside of the UK and Western Europe).

Assessment and examination fees for the four units are:

- Marketing and Consumer Behaviour (Assignment) £85
- Hospitality and Services Marketing (Assignment) £85
- Tourist Motivation and Behaviour (Assignment) £85

Tuition fees and the relevant text books you'll need are by far the biggest expense. These fees do vary, depending on how you study, so we suggest you contact the Accredited Study Centres directly to compare different costs.

CAM Foundation

Communication Advertising and Marketing Education Foundation

Leading the way in specialist marketing qualifications



Leading the way in specialist marketing qualifications

“The CIM Diploma in Hospitality and Tourism Marketing has boosted my confidence and given me a thorough understanding of the industry.”

Kate Russell
Marketing Manager

“I have many years of experience in the travel industry but wanted to back up my knowledge with a formal diploma from the well recognised Chartered Institute of Marketing. I wanted to balance the theory with the experience I gained and the flexibility of the course would allow me to combine my work with my studies.”

Inge Bauwens
Marketing Manager
Tourism Flanders-Brussels

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To find the study centres closest to you visit www.camfoundation.com/study_centres or email qualifications@cim.co.uk or call +44 (0)1628 427120.

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Qualifications awarded by



Diploma in Hospitality and Tourism Marketing



The Diploma in Hospitality and Tourism Marketing provides an introduction to the key concepts and principles of services marketing as they apply to the hospitality, travel and tourism industries.

About the CAM Foundation and The Chartered Institute of Marketing (CIM)

The Communications Advertising and Marketing (CAM) Education Foundation is a registered charity that offers qualifications in digital and offline marketing communications. In 2000 the CAM Foundation formed an alliance with The Chartered Institute of Marketing (CIM) and since then CAM qualifications have been awarded by CIM.

CIM is the largest, longest established and most respected marketing organisation in the world with practical professional qualifications delivered through their UK and international study centre network.

Ideal qualification for...

This qualification is ideal for marketers who are working or aiming to work in the tourist and hospitality industries. This specialist qualification includes a double unit from the CAM Diploma in Marketing Communications.

What will you learn?

Upon achievement of this qualification you should be able to:

- Use the marketing mix to achieve success
- Collect relevant consumer data and use it to improve marketing performance
- Write a marketing plan, conduct an audit, set budgets, and identify marketing objectives
- Effectively manage operational responsibilities, along with staff

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Course content

This qualification has three units, each with its own assessment method.

To complete each one you'll need to cover all the following tasks successfully:

A. MARKETING AND CONSUMER BEHAVIOUR (DOUBLE UNIT)

- Explain the role of the marketing plan and communications plan within the context of the organisation's strategy and culture
- Understand the marketing planning process and the links between each stage of the process
- Explain the role of marketing communications and how the tools of the communications mix can be coordinated effectively
- Develop marketing communication and brand support activities based on an understanding of the salient characteristics of the target audience
- Explain the importance of developing long term relationships with customers, channel members, agencies and other stakeholders and transfer such knowledge to the development of marketing communications activities
- Suggest suitable methods to influence the relationships an organisation has with its customers, any marketing channel partners and other stakeholders, using marketing communications

B. HOSPITALITY AND SERVICES MARKETING

- Evaluate the usefulness of an integrated tourism systems approach as an organising framework and identify the interrelationships between different components in the system
- Explain the role and consequences of marketing in the hospitality and tourism sectors and differentiate the underlying principles and characteristics of services marketing
- Justify the concept of an extended marketing mix for the development of marketing strategies for hospitality and tourism services
- Explain the tourism destination concept and suggest an effective collaborative destination marketing programme consistent with the destination's stage of development
- Evaluate the importance of service culture in relation to successful internal marketing
- Recommend appropriate organisational structures and processes for effective hospitality and tourism service marketing
- Distinguish between customer value, satisfaction and loyalty
- Explain the link between marketing and quality and devise a service quality programme
- Devise strategies for managing capacity to meet variations in demand for hospitality and tourism services in specific contexts
- Evaluate conceptual frameworks, models and techniques and suggest their potential use to hospitality and tourism organisations to effectively manage the service encounter

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C. TOURIST MOTIVATION AND BEHAVIOUR

- Identify appropriate tourism marketing information and marketing research requirements for tourism business decision making
- Develop a marketing research proposal to fulfill a given research brief
- Distinguish between different forms of tourism and the nature of demand in different segments of the tourism market
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- Identify the changing trends and nature of global tourist flows and assess the key factors influencing regional tourism demand
- Explain the tourism purchase-decision process in relation to low-involvement and high-involvement tourism purchases
- Explain the theory of motivation and evaluate a range of tourist motivators and determinants or tourist behaviour
- Evaluate the usefulness and marketing applications of classic and contemporary typologies of tourist behaviour
- Assess the impact of contemporary issues in consumer behaviour and the emergence of new markets
- Explain market segmentation and suggest possible bases for segmenting and methods for targeting hospitality and tourism markets
- Using appropriate techniques to devise and justify suitable positioning strategies for specific tourism products

Visit our website for more information and access to our media lounge www.camfoundation.com