



Northern Technical University
 Technical Management Institute
 / Ninawa
 Department of Tourism and Hotel



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MODULE DESCRIPTION FORM

نموذج وصف المادة الدراسية

Module Information معلومات المادة الدراسية			
Module Title	Hospitality marketing		Module Delivery
Module Type	Core		<input checked="" type="checkbox"/> Theory <input type="checkbox"/> Lecture <input type="checkbox"/> Lab <input type="checkbox"/> Tutorial <input type="checkbox"/> Practical <input type="checkbox"/> Seminar
Module Code	THMT105		
ECTS Credits			
SWL (hr/sem)			
Module Level	1	Semester of Delivery	
Administering Department	RETE	College	Technical Management Institute / Ninawa Department of Tourism and Hotel
Module Leader	NASER NAZAR MOHAMED		e-mail NASER.Z@ntu.edu.iq
Module Leader's Acad. Title	Lecturer	Module Leader's Qualification	M' degree
Module Tutor			e-mail
Peer Reviewer Name			e-mail
Scientific Committee Approval Date			Version Number



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Relation with other Modules العلاقة مع المواد الدراسية الأخرى			
Prerequisite module	None	Semester	
Co-requisites module	None	Semester	



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Module Aims, Learning Outcomes and Indicative Contents	
<p>Module Aims أهداف المادة الدراسية</p>	<p>1- Qualifying human resources in the field of hospitality marketing 2- Preparing graduates for the labor market capable of dealing in the field. Hospitality marketing 3- Preparing graduates who are aware of the concept of hospitality marketing</p>
<p>Module Learning Outcomes مخرجات التعلم للمادة الدراسية</p>	<p>. A- Cognitive objectives A1- Identify the concept of hospitality marketing A2- Identify the values of hospitality marketing A3- Identify the required amount of sustainable tourism in hospitality marketing A4- Identify the management style in the field of hospitality marketing</p>



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<p>Indicative Contents المحتويات الارشادية</p>	<p>Indicative content includes the following.</p> <ol style="list-style-type: none">1. Developing the students' communication and capacity to reach the others smoothly.2. Expand the general culture and the intelligence for the students throughout leaning English language.
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Learning and Teaching Strategies

استراتيجيات التعلم والتعليم

Strategies	1- Explain full information in Arabic and English to the students in details.
	2- Continuous communication with the students including Safe educational environment.
	3- Ensuring the students knowledge and comprehension through direct questions and quizzes.
	4- Activating cooperative education among students to increase the ability to understand others

Student Workload (SWL)

الحمل الدراسي للطالب محسوب لـ ٥١ أسبوعا

Structured SWL (h/sem) الحمل الدراسي المنتظم للطالب خالل الفصل		Structured SWL (h/w) الحمل الدراسي المنتظم للطالب أسبوعيا	
Unstructured SWL (h/sem) الحمل الدراسي غير المنتظم للطالب خال الفصل		Unstructured SWL (h/w) الحمل الدراسي غير المنتظم للطالب أسبوعيا	
Total SWL (h/sem) الحمل الدراسي الكلي للطالب	175		



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خلال الفصل



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Module Evaluation					
تقييم المادة الدراسية					
		Time/Number	Weight (Marks)	Week Due	Relevant Learning Outcome
Formative assessment	Quizzes	2	5% (5)	2, 7	
	Assignments	2	5% (5)	5, 13	
Summative assessment	Midterm Exam	1hr	50% (50)	4, 11	
	Final Exam	3hr	50% (60)	16	
Total assessment			100% (100 Marks)		

first course

Delivery Plan (Weekly Syllabus)	
المناهج الأسبوعي النظري	
	Material Covered
Week 1	The concept of tourism services
Week 2	The concept of hospitality in heavenly religions Dimensions of the hospitality industry
Week 3	The impact of travel and travel on the hospitality industry
Week 4	The impact of the human element on the hospitality industry
Week 5	Protocol, etiquette and courtesy in the hospitality industry
Week 6	Hospitality industry rules
Week 7-8	Good hospitality skills Prominent figures in the world of hospitality
Week 9	Marketing concept, objectives of the marketing process
Week 10-11	Tourism marketing Characteristics of tourism
Week 12	Marketing
Week 13	Characteristics and tasks of the tourism
Week 14	Modern trends in tourism marketing
Week 15	marketing manager Tourism marketing strategies
Week 16	Exam



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Delivery Plan (Weekly Syllabus) المنهاج الأسبوعي النظري	
	Material Covered
Week 1 Week 2	Learn about the concept sustainable tourism
Week 3 Week 4 Week 5	Ecotourism, its stages of development elements and types Tourism and tourism resources, evaluating tourism resources
Week 6 Week 7-8	Benefits and burdens of tourism Tourism system Tourism and the environment
Week 9 Week 10-11	environmental impacts of tourism projects Tourism development planning Ecotourism planning Planning other tourist types
Week 12 Week 13	Pillars of sustainable tourism development Natural reserves, their types
Week 14 Week 15	elements, and characteristics The positive and negative effects of natural reserves on the environment
Week 16	Eco-tourists and eco-tourism activities



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Delivery Plan (Weekly Lab. Syllabus)

المنهاج الأسبوعي للمختبر

	Material Covered

Learning and Teaching Resources

مصادر التعلم والتدريس

	Text	Available in the Library?
Required Texts	Headway	Yes
Recommended Texts		
Websites		

Grading Scheme

مخطط الدرجات



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Group	Grade	التقدير	Marks (%)	Definition
Success Group (50 - 100)	A - Excellent	امتياز	90 - 100	Outstanding Performance
	B - Very Good	جيد جدا	80 - 89	Above average with some errors
	C - Good	جيد	70 - 79	Sound work with notable errors
	D - Satisfactory	متوسط	60 - 69	Fair but with major shortcomings
	E - Sufficient	مقبول	50 - 59	Work meets minimum criteria
Fail Group (0 – 49)	FX – Fail	راسب (قيد المعالجة)	(45-49)	More work required but credit awarded
	F – Fail	راسب	(0-44)	Considerable amount of work required

Note: Marks Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone "near-pass fails" so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.