

Module code	LHM502	Level	5
Module title	Marketing, Branding and Guest Experience		
Status	Core		
Teaching Period	Autumn/Spring		
Courses on which the module is taught	BA (Hons) Luxury Hospitality Management		
Prerequisite modules	None		
Notional learning hours	200	Credit value	20
		ECTS Credits	10
Field trips?			
Additional costs	None		
Content notes	None		

1. Module description

You will explore the dynamic and changing world of marketing, branding and communications within the luxury hospitality industry – from press releases to crisis management. Special attention will be paid to internal communications, as well as the management of guest experience and feedback to deliver customer excellence. Moreover, you will learn strategies for managing guest experience and feedback, honing your ability to deliver customer excellence consistently. By focusing on these key areas, you will develop the skills and insights necessary to thrive in the fast-paced and competitive landscape of luxury hospitality.

2. Learning Outcomes

Upon successful completion of this module, you will be able to:

Innovation (MLO 02)

Analyse and develop value propositions that allow Luxury Hospitality brands to set themselves apart in the marketplace.

Decision-making (MLO 04)

Analyse and reflect on different ideas including your own to inform brand strategy decisions in the Luxury Hospitality industry.

Communications (MLO 05)

Communicate an effective marketing and brand strategy for a Luxury Hospitality operation.

Digital Data and Tools (MLO 06)

Analyse and use a variety of digital tools and the data they provide to enact a competitive branding and market strategy in a Luxury Hospitality setting.

3. Learning and teaching methods, and reasonable adjustments

In this module, you will engage in a multifaceted learning experience through practical sessions, lectures, sight visits, and workshops. Practical sessions provide hands-on experience in various aspects of hospitality operations, while lectures offer theoretical foundations and industry insights. Site visits to renowned luxury establishments allow you to observe operations first-hand and gain insights into best practices, while workshops focus on developing specific skills and

competencies essential for luxury hospitality management. By integrating these diverse teaching methods, you will be equipped with the skills, knowledge, and mindset needed to excel in delivering exceptional service and creating memorable guest experiences in the luxury hospitality industry.

Learning hours			200
Directed learning			
Workshops/classes/ Seminars/ lead events	Supervision	Studio time	Other
48			
Guided/Self-guided learning			152

Reasonable adjustments will depend on a Student Support Agreement and will acknowledge accrediting body requirements. In urgent or serious situations, reasonable adjustments might be required before the Student Wellbeing & Disability Team has been able to complete a full assessment. This will usually be where a student has a severe or urgent condition and either communicates this condition to a member of staff or their behaviour is suggestive of an adjustment need. Staff may put temporary reasonable adjustments in place to support the student. These adjustments must then be promptly communicated to the Student Wellbeing & Disability Team by the staff member who made the temporary adjustments. The Student Wellbeing & Disability team will capture and confirm appropriate reasonable adjustments (which may include changing the temporary adjustments, adding in other adjustments and outlining the period of time for which they apply) in a Student Support Agreement ('SSA').

4. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment 1: Project

Weight: 60%

Word Count or Equivalent: Maximum 2500 words or equivalent

You will produce a brand resource kit for a reimagining of an existent luxury hospitality brand or a hypothetical new brand. The kit must have clearly defined brand identity elements which speak to a cohesive narrative and align with market positioning. Sample digital and print collateral are required as well. You can deliver their submission as package with a written executive summary or as a short brand pitch.

Assessment component 2: Report

Weight: 40%

Word Count or Equivalent: Maximum 1800 words or equivalent

You will be presented with a hypothetical scenario and then be expected to produce an action plan based on their analysis of the situation. You will be expected to document their analysis and submit an action plan as well as deliver a recorded, written or verbal statement supporting their stance.

Mapping of assessment tasks:

Assessment components	MLO2	MLO4	MLO5	MLO6
Project	X		X	X
Report		X	X	

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.