

Central Texas College
Syllabus for HAMG 2307
Hospitality Marketing and Sales
Semester Hours Credit: 3

INSTRUCTOR: _____

OFFICE HOURS: _____

I. INTRODUCTION

- A. This course is designed as a first course in hospitality marketing. In this course you will identify the core principles of marketing and sales and their impact on the hospitality industry.
- B. This course is a required for the AAS Degree in Hospitality Management, Hotel Management Specialization and Property Management Advanced Certificate of Completion.
- C. Prerequisite(s): None

II. LEARNING OUTCOMES

Upon successful completion, the student will be able to;

- 1. Identify the components of the marketing mix.
- 2. Develop or critique a marketing plan as it relates to an organizational mission and strategic plan.
- 3. Differentiate between various marketing and sales techniques.
- 4. Define the role of marketing within the hospitality industry.
- 5. Identify the unique characteristics of hospitality marketing.
- 6. Explain the hospitality consumer and group buying behavior.
- 7. Examine the relationships between marketing research, marketing environment and marketing plan.
- 8. Analyze and evaluate the major issues, current practices, and trends in the hospitality industry.
- 9. Define the component parts of an effective sales process including sales prospecting and promotion.

III. INSTRUCTIONAL MATERIALS

- A. The instructional materials identified for this course are viewable through www.ctcd.edu/books

- B. Additional references may be required that are in the Central Texas College bookstore.

IV. COURSE REQUIREMENTS

- A. Reading Assignments: Read text assignments prior to class and be prepared to discuss the text material, answering instructor questions orally with well-organized thoughts and ideas. Review any slides or websites provided with the chapter.
- B. Learning Activities: Students are expected to complete chapter assignments, questions and activities assigned by the instructor prior to attending class.
- C. Writing Requirements: Students may be required to complete a course project, case studies for a major course grade. The assignment will be at the discretion of the instructor.
- D. Participation: Students are expected to be prepared and engage in discussions and activities. Distance Learning students are expected to participate using any of the tools found in the course such as but not limited to discussions, blogs, wikis and messages.
- E. Attendance: Refer to the CTC Catalog for a detailed policy. You are expected to attend each class period with punctuality and stay in class until dismissed. You are responsible for all course material missed due to an absence. Distance Learning students should log on regularly as if attending a lecture class.

V. EXAMINATIONS

- A. There will be at four unit exams in this course. Each exam will cover a section of the material.
- B. Students must be present for all examinations. Students who know in advance they will be absent from an examination due to valid reasons must arrange to take an early examination. Unexpected absences due to illness or extenuating circumstance will require the student to see the instructor about individual make-up examinations. Make up examinations are at the discretion of the instructor. Distance Learning students must take the examinations according to the course schedule.

VI. SEMESTER GRADE COMPUTATION

Exams	400 points	40%
Assignments	200 points	20%
Project	200 points	20%
<u>Discussions</u>	<u>200 points</u>	<u>20%</u>
Total	1000 points	100%

A (1000-900) B (899-800) C (799-700) D (699-600) F (Below 599)

VII. ADDITIONAL INSTRUCTIONS FROM THE INSTRUCTOR

- A. Course Withdrawal: Consistent with CTC policy found in the catalog.
- B. Administrative Withdrawal: Consistent with CTC policy found in the catalog.
- C. Incomplete Grade: Consistent with CTC policy found in the catalog.
- D. Scholastic Honesty: Consistent with CTC policy found in the catalog.
- E. Cellular Phones and Electronic Devices: Will be on silent during class.
- F. Electronics: Laptop and tablets may be used at the discretion of the instructor.
- G. Disability Support Services Program: Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class, lecture and/or Distance Learning are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of locations. Explore the website at www.ctcd.edu/disability-support for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.
- H. Instructor Discretion: The instructor reserves the right of final decision in course requirements.
- I. Civility: Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.

VIII. COURSE OUTLINE

Part 1: Introduction to Hospitality Marketing. Chapters 1-4.

- A. Lesson Objectives: Upon successful completion of this lesson the student will:
 - 1. Explain how marketing is more than advertising and selling.
 - 2. Identify the management orientations in hospitality and tourism.
 - 3. Explain the basic differences between goods and services.
 - 4. Describe the different components of the hospitality product
 - 5. Give examples of the gap model of service quality.
 - 6. Discuss the basics of the marketing mix.
 - 7. Explain how to apply the marketing mix to parts of the hospitality business.
 - 8. List the various stages of the product and service life cycles.
 - 9. Analyze customer complaints and the effectiveness of service strategies.
 - 10. Identify loyalty programs for guest and employees.
- B. Learning Activities:

1. Read chapters 1-4 prior to the lecture.
2. View videos or slide presentations.
3. Complete discussion or blog topics with classmates.
4. Complete lesson assignments and exams.

Part 2: Integration and Strategic Marketing. Chapters 5-7

A. Lesson Objectives: Upon successful completion of this lesson the student will:

1. Discuss hospitality marketing plans.
2. Identify the types of data needed to develop a marketing plan.
3. Research company mission statements that tie into the marketing plan.
4. Develop marketing strategies for a place of business.
5. Explain the strategic marketing system model.
6. Analyze environmental scanning examples.
7. List the various types of competitive environments.

B. Learning Activities:

1. Read chapters 5-7 prior to the lecture.
2. View videos or slide presentations.
3. Complete discussion or blog topics with classmates.
4. Complete lesson assignments and exams.

Part 3: The Marketplace. Chapters 8-10.

A. Lesson Objectives: Upon successful completion of this lesson the student will:

1. List the basic principles of consumer behavior.
2. Identify the hospitality customers.
3. Explain what organizational customers are about.
4. Discuss how convention and conference centers are designed for trade shows and the meetings market.
5. Explain the role of convention and visitors bureaus in hospitality and tourism marketing.
6. Identify the current trends in international tourism.
7. Define national tourism organizations (NTOs) and destination marketing.

B. Learning Activities

1. Read chapters 8-10 prior to the lecture.
2. View videos or slide presentations.
3. Complete discussions or blog topics with classmates.
4. Complete lesson assignments and exams.

Part 4: Functional Strategies. Chapters 11-16.

A. Lesson Objectives: Upon successful completion of this lesson the student will:

1. Explain how the marketing communications mix is used to attract the right customer.
2. Evaluate advertising plans for a hospitality enterprise.
3. Develop a public relations campaign.
4. Define personal selling and sales promotions.
5. Create a sales promotion for a hospitality company.
6. Explain and define product differentiation.
7. Define what is meant by market segmentation.
8. Explain what target marketing means and how it flows from the market segmentation process.
9. Explain branding and how it relates to the positioning statement.
10. Discuss why a pricing strategy is an important part of developing a marketing strategy.
11. Explain how revenue management is used to set hotel room pricing.
12. Describe the channels of distribution in hospitality and tourism.
13. Explain the management process of selecting and evaluating channels of distribution.

B. Learning Activities

5. Read chapters 11-16 prior to the lecture.
6. View videos or slide presentations.
7. Complete discussions or blog topics with classmates.
8. Complete lesson assignments and exams.