

Hospitality Sales and Marketing

HSP 245

Three Rivers Community College

Instructor: Peter Edmondson

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Office: C132

Office Hours: Monday 2:00 – 3:30 or Thursday 4:30 - 6:00

Hospitality Sales and Marketing

Course Description:

This course is designed to familiarize the student with Sales and Marketing practices used in the Hospitality Industry. Market analysis, methods of advertising, promotion, pricing and sales techniques will be addressed.

Course Objectives:

Students will;

- become familiar with a hotel marketing plan
- understand the need and responsibilities of a hotel sales office
- become familiar with sales techniques used in the hospitality industry
- gain knowledge of promotions of catering and meeting room sales
- understand the different types of advertising strategies

Procedure:

This course is structured in a way which will provide ample time for class discussion. It is expected students will actively participate in these discussions. All reading assignments are expected to be completed according to the course outline timeframe.

Text: Abbey, J.R. Hospitality Sales and Advertising, Educational Institute of the American Hotel and Motel Association.

Attendance Policy: It is expected that students attend class regularly. A percentage of the final grade involves class participation, thus, if a student does not attend class, the course grade will be negatively affected.

Method of evaluation:

3 Exams	20% each
Attendance/participation	20%
Project/papers	20%

Disability Statement:

If you have a hidden or visible disability which may require classroom or test-taking modifications, please see me as soon as possible. If you have not already done so, please register with the Student Services Office.

College Withdraw Policy:

A student who finds it necessary to discontinue a course must complete a withdraw form in the Registrar's Office. If a student does not complete the proper paperwork to withdraw, an "F" grade will be assigned.

Course Outline:
Reading Assignments

Week 1	Ch. 1	Intro To Hospitality Sales and Marketing
Week 2	Ch. 2	The Marketing Plan
Week 3	Ch. 3	Managing the Marketing and Sales Office
Week 4	Ch. 4	Personal Sales
Week 5		Exam 1 Ch. 1-4
Week 6	Ch. 5 Ch. 6	Telephone Sales Internal Marketing and Sales
Week 7	Ch. 7	Advertising and Public Relations
Week 8	Ch. 8	Marketing to Business Travelers
Week 9		Spring Break
Week 10		Exam 2, Ch. 5-8
Week 11	Ch. 9 Ch. 10	Marketing to Leisure Travelers Marketing to Travel Agents
Week 12	Ch. 11 Ch. 12	Marketing to Meeting Planners Marketing to Special Segments
Week 13	Ch. 13	Marketing Restaurants and Lounges
Week 14	Ch. 14	Marketing Catered Events and Meeting Rooms
Week 15		Final Exam