

## Syllabus

### Hospitality Sales and Marketing

Three Rivers Community College

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Office Hours: Mon. and Thurs 1:00 – 2:30 pm

## 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, 3<sup>rd</sup> Edition. 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<br>Ch. 6   | Telephone Sales<br>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<br>Ch. 10  | Marketing to Leisure Travelers<br>Marketing to Travel Agents   |
| Week 12 | Ch. 11<br>Ch. 12 | Marketing to Meeting Planners<br>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                                                     |