Syllabus

Hospitality Sales and Marketing

Three Rivers Community College
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Office: Room 16, 2nd floor of Annex
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.


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 Withdrawal 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  Telephone Sales
       Ch. 6  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  Marketing to Leisure Travelers
       Ch. 10  Marketing to Travel Agents
Week 12 Ch. 11  Marketing to Meeting Planners
       Ch. 12  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